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Discount Store News®

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OCR Tickets Called Unclear

Chains Find UPC Scanners Outperform OCR Wands

Nationwide DSN Report

Chains that installed UPC (Universal Product Code) scanners at their checkouts are getting dramatic cashier productivity gains, while chains testing wanded OCR (Optical Character Recognition) systems are discovering that cashier error and poor quality ticket printing are reducing their labor productivity gains.

Technical problems with OCR and wanding may be temporary, but the immediate investment payback edge (in labor productivity) belongs to UPC at present.

Longer term sales productivity benefits, from sales data capture and better inventory management, seem to have equal potential in each system. These benefits, however, are difficult to project, and it is therefore difficult to do an accurate costs-benefits analysis for the automatic electronic ticket-reading equipment.

Wal-Mart, where president Jack Shewmaker is an advocate of UPC, has the most experience (among discount department stores) with that system. The chain's test of scanning equipment in its 60,000-sq.-ft. Grapevine, Tex., store, for example, increased cashier productivity by more than half, according to Robert Hart, vice president of new store planning.

Hart said existing electronic cash registers allowed cashiers to check out an average of $4,000 worth of merchandise a day. New scanning equipment boosted that average to more than $6,500.

The important benefits come from eliminating human error, according to Hart. "It's the savings in that phase alone that pays for the equipment," he said.

The Grapevine store is also testing bag wells at the checkouts, which has "speeded up the checkouts by 25%," Hart said. "We were worried about the space for the well," he said, but the chain found it wasn't necessary to lengthen the checkouts.

Wal-Mart expects the new equipment to pay for itself in 18 months, and plans "four or five"

(Continued on page 67)

This Jefferson cashier (in a Miami store) takes the time to make a single, straight pass with the wand, insuring an accurate reading of the OCR characters. (DSN photo)

K mart Apparel, due to take over supervision of men's wear from parent K mart, has developed a fashion image for ladies' wear, seen in Lodi, N.J., store. (DSN photo)

K mart Begins Cross-training Of District MMs to Pare Costs

By Arthur Markowitz

TROY, Mich.—K mart, suffering from a decline in profits and a lag in sales growth, has started to cross-train district merchandise managers to handle more departments in a move to boost productivity and eventually reduce supervisory costs per store.

K mart's disappointing performance was evident from the company's fiscal 1980 results which showed net income plunging 27.2%, the first decline in seven years, as sales increased only 11.5%, the smallest gain in a decade.

A K mart spokesman acknowledged the discounter's institution of a cross-training program. It involves district merchandise managers from two wholly owned subsidiaries, K mart Apparel, which merchandises ladies' and children's wear, and K mart Enterprises, which handles automotive and sporting goods.

Other K mart sources, as well as stock analysts who follow the nation's leading discounter, reported that K mart Apparel district merchandise managers are being trained to also handle men's apparel, now supervised by parent company district merchandise managers who also are responsible for all hard goods except for sporting goods and automotive.

(Continued on page 68)

Chicago Stores Get Hard Look

Restructuring of Woolco Will Intensify

NEW YORK—The restructuring of Woolco by parent F. W. Woolworth Co. will intensify this year, company officials told security analysts meeting here last month.

Building on two years' worth of consolidation and reallocation of assets efforts that saw, among other things, Woolco's aggregate selling space reduced by some one million sq. ft. (in 43 stores), the chain this year will:

- cut back on selling floor space in 10 additional stores;
- close anywhere from 15 to 30 stores and sublease them;
- take over operation of its remaining leased departments—200 automotive and 72 shoe sections;
- shorten lengths of product lines to focus on best sellers;
- peg top management's incentive program to bottom line rather than sales performance.

This seems to follow plans outlined at an annual meeting two years ago, when Woolworth executives promised shareholders that although the discount division would grow on a market-by-market basis within the country's top SMSAs, certain unprofitable, understored markets would be abandoned. Since then, the company has closed Woolco's doors in Atlanta, and talk at the analysts' meeting indicated that the chain is taking a hard look at its Chicago Woolcos.

Today, the company is firmly set on an austerity course.

"Marginal units in markets where we see we have no future will be closed," George Nelson, executive vice president, Woolworth, told the meeting. "In 1980, six stores were closed and subleased at a profit. In 1981, we could close as many as two, three or four times that number of stores," and cited the company's seven Chicago stores as prime candidates. "With seven Woolco stores compared to 20-plus each for Zayre and Venture and approximately 50 for K mart, it would be impossible for us to build our strength."

He did not, however, offer a date for the possible withdrawal.

In addition, the company has brought Jack Parker, a regional vice president, to headquarters to head up the company's new store development program.

"Parker will oversee our efforts to consolidate and centralize Woolco's marketing approach by analyzing the stores on a department-by-department basis, developing new layouts and upgrading the merchandise," Edward Gibbons,

(Continued on page 68)

Grand Central Holding Talks With Unidentified Firm (Not Target)

SALT LAKE CITY—Widespread rumors that a possible Target acquisition of Grand Central is behind the recent heavy activity of Grand Central's stock were termed "unfounded" by the latter chain's directors.

But, despite denial from Don A. Mackey, chairman, president and chief operating officer at Grand Central, "preliminary talks are currently taking place" with an unidentified company, according to other Grand Central directors. Talks began after unsolicited contacts were made with certain Grand Central directors, the directors disclosed. They would not reveal the name of the second party.

"The talks are exploratory in nature," explained Robert M. Yeates, member of the board of directors, and partner at Prince, Yeates, and Geldzahler, Grand Central's corporate counsel. "We are certainly a long way from fruition of any merger or acquisition."

Directors added that they "had no idea" what sparked the heavy trading that took place late last month.

Miller, Target's Advertising Chief: 'We're Looking For Share of Mind'

Charles J. Miller, senior vice president, sales promotion and strategic planning, Target Stores, was recently named Ad Pro of 1980 and elected to the Retail Advertising Conference's Hall Of Fame. At the same time, the chain earned four other awards from the RAC, including first place for its television advertising campaigns.

DSN recently talked with Miller about Target's approach to advertising and the state of discounter advertising in general.

DSN: Obviously you're looking for your ads to trigger traffic and sales but what other concerns dictate your ad policies and how do you measure effectiveness?

MILLER: Target wants a position of dominance in each market that it is in. Now, of course, we don't win every game we play in but we feel Target works best when it has dominance, when it is perceived by shoppers as more important—or when it is more conspicuous—than the other stores in town.

Our attempts to achieve that dominance don't make us either the largest advertiser, or the largest discount advertiser in town. We spend our money to give us that image.

DSN: What kind of tangible results are you looking for?

MILLER: We expect our advertising investment to pay a substantial return in sales but that's not all that we're looking for. It's unacceptable to us if an ad doesn't contribute toward advancing Target's image, and letting the public know what Target is all about.

DSN: What is Target's image?

MILLER: Obviously, it's the image of an upscale mass retailer. The words that most clearly define what we are trying to do are clean stores, caring people, quality merchandise, value pricing, being in-stock, not wasting a customer's time. Our advertising, to that end, is plain talking and credible. We don't use drawings—we use photos to add to that credibility—and we avoid advertising cliches. You'd be hard-pressed, for example, to find the word "spectacular" in one of our ads.

In the future, I expect us to intensify, rather than to diminish or modify our efforts to keep our advertising simple and direct and to have a highly disciplined atmosphere in our stores.

I've heard people say that they expect an ad to create sales five times the cost of the ad. Macy's for years said it was looking for sales equivalent to 10 times the cost of an ad. I don't think, however, that kind of benchmark is good, because direct sales don't always tell you what's happening in the store.

Obviously if you put Crest on sale, direct sales on that item are a good measure. But in apparel, if you advertise long dresses there really is no direct measure, because the customer may come in, find she doesn't like the color, or we don't have her size, and she buys something else instead.

DSN: How would you say Target's approach to advertising is different from that of most other discounters?

MILLER: I think in many cases management doesn't place sufficient demands on its advertising. Or, let me put it another way, I think they don't understand what advertising can do.

If you look at Macy's, Bloomingdale's or Saks Fifth Avenue you can see that management is insisting that the advertising work for them. How many discounters do that?

DSN: Target supports its advertising with computerized sales tracking and replenishment systems. Are you saying then that discounters need to automate before they can make their advertising more effective?

MILLER: It would depend on who they are. It's true we would

(Continued on page [illegible])

Charles Miller, senior vice president, sales promotion and strategic planning, Target Stores. (DSN photo)

Cook Eyes Logo Conversion From Ontario to Rink's

MAPLE HEIGHTS, Ohio—Cook United plans to change the logo of its Ontario stores to Rink's once the scheduled acquisition of the Rink's chain is completed.

Cook United's purchase of the 47 Rink's stores from Gray Drug is due to be finished later this month.

The proposed switch of the 19 Ontario nameplates to Rink's would boost the latter's equity in a number of key markets, including Cincinnati, Columbus and Dayton in southern Ohio, and Toledo.

In Cincinnati, for example, Ontario's four stores in the city and one in adjacent Kentucky would join Rink's two units in the city and four in neighboring Ohio and Kentucky to give Rink's 11 stores in that market.

The scorecard in the other three major metro areas would see Rink's gain four stores in Columbus for 10; three in Dayton for eight, and two in Toledo for 10.

Discount Store News
DISC
Discounters in Service to the Community
1980
BARKERS

Barkers Wins DSN's DISC Award

Stuart Horton (r.), publication director of *Discount Store News*, presents the third annual Discounter In Service to the Community (DISC) award to Arlyne Imberman, vice president of human resources at Barkers (now King's, following the two chains' merger). Barkers won, joining previous DISC winners Jamesway and Target, with a chainwide emphasis on involvement and volunteerism at the local level, making its community service programs more responsive to specific local needs. The award luncheon, at the Park Lane Hotel, was attended by representatives of Bradlees, Jamesway, Zayre, Gaylords and other chains, as well as King's executives.

Sought Consumer Complaint Files

FTC Shelves Decision to Sue K mart

WASHINGTON—The Federal Trade Commission has for now shelved its decision to bring K mart to court for not supplying documents it requested as part of its ongoing investigation of "satisfaction guaranteed" claims made by discount and general merchandise stores.

This came to light when K mart filed materials with the agency to quash the request.

Papers at the commission reveal that last May, K mart was first ordered by the commission to submit "all consumer complaint files . . . from Jan. 1, 1979 to Dec. 31, 1979."

The purpose of the FTC's nonpublic investigation is to "determine whether unnamed retailers and others may be engaged in unfair or deceptive acts or practices in connection with the advertising of 'satisfaction guaranteed' policies . . ."

K mart mentioned in recent material filed with the agency that from the beginning it "cooperated with the investigation," but the discounter repeatedly objected to "the enormous burden" of responding to the FTC's request.

Furthermore, according to K mart, for almost seven months the FTC staff took no action on the information it provided and the investigation during this period apparently was "simply suspended."

After the commission asked for further material and K mart objected, the commission modified its request in mid-1980. Then, in January 1981, the commission ordered K mart to comply with the modified order within 10 days. Stating that the order required collection of materials from two regional offices, K mart asked the FTC for a 30-day extension.

At that point, according to a staff attorney at the FTC, K mart was told the agency would only agree to the extension if the chain agreed to send a letter promising that all the material would be submitted by March 6. K mart lawyers responded that the firm couldn't agree because they couldn't be sure of compliance without a preliminary review of the materials. Furthermore, they said, such a letter would constitute a waiver of K mart's objections to the FTC's original request.

K mart was told that enforcement action would be initiated in district court against the chain if it didn't comply by March 6.

At presstime, however, no court action had been taken by the FTC. A spokesman for the agency admitted that "the investigation was continuing" and that if the material K mart sends to the FTC is not complete, such "enforcement" action could be taken "later on."

Is Wal-Mart After Big K Again?

BENTONVILLE, Ark.—Will Wal-Mart go back into negotiations with Kuhn's-Big K in an effort to complete the deal that fell through last month?

Industry observers are pointing out that Big K's landlords are uneasy about the future of the chain, especially after Wal-Mart backed away, and may now be more flexible in negotiations for leases with Wal-Mart.

Wal-Mart's other reservations, however, have not changed. The problem of small stores, poor locations, the remaining variety stores and distance from Wal-Mart's Bentonville headquarters—as well as Big K's liabilities that would become Wal-Mart's—made Sam Walton wary before; and nothing has changed in the interim.

The landlords, however, are concerned that the chain cannot survive in its present form, and that management having demonstrated its desire to sell the firm, may no longer put the necessary effort into the business.

In This Issue...

LUCKY SEVEN. DSN's seventh annual Product Movement Audit section pinpoints 1980's strongest movers in automotive, electric housewares, hardware, H&BA, housewares and sporting goods. In addition, distributors analyze the outlook for 1981, based on (a) retailers' early orders this year, and (b) new and/or continuing promotion plans by manufacturers. (Pp. 11-52)

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Discount Store News

7th Annual

Product Movement Audit

The Seventh Annual *Discount Store News* Product Movement Audit: a comprehensive look at both the merchandising trends and the best-selling products of 1980.

While the Product Movement Audit clearly reflects the economic slowdown that hurt discounter and supplier sales throughout most of last year, they have lost none of their ability to act as a catalog of fast-turning merchandise against which any chain's assortment can be checked.

The Product Movement Audit information is based on movement reports from wholesalers with general enough distribution in discount department stores to make the data typical, and with a broad enough geographical base to be meaningful.

Use it as a guide for pinpointing and maintaining the fast-moving items that comprise the bulk of your business, deleting the slow movers, and knowing when or whether to enlarge, intensify, reduce or eliminate product lines that are vital to profitable operation.

With the cost of money hovering near the 20% mark, and store sizes continuing to shrink, the pressure is greater than ever on discounters to get inventories producing at their highest turn to maximize return on investment.

H&BA

cosmetics
smetics

111,078 Units/$281,000 Tampax Super 40's

109,662 Units/$270,900 Bufferin Tablets 100's.

525,960 Units/$252,500 Dial Bath Soap 5 oz.

HOUSEWARES

74,666 Units/$65,700 Rubbermaid ice cube tray

49,643 Units/$28,800 An. Hckng 9-oz. bev, crstl

45,540 Units/$24,100 Libbey 12-oz. bev. Blue Bolero

ELECTRICS

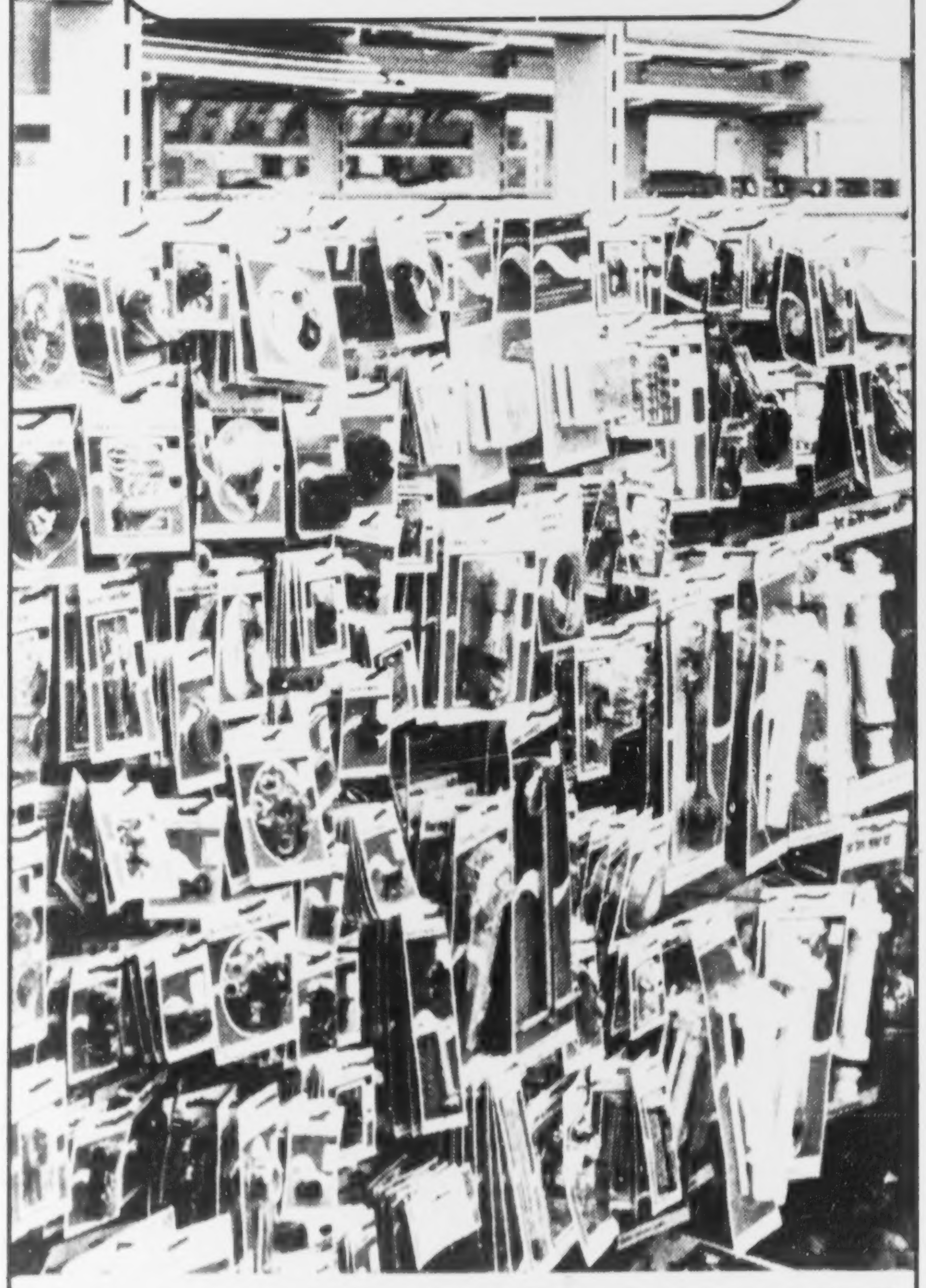
The fashion color for fashion kitchens
POPCORN PUMPER

16,343 Units/$457,300 Wear-Ever Ppcrn Pumper

10,689 Units/$448,200 N. Am. Mr. Coffee 12-cup svr

14,217 Units/$339,500 Norelco 10-cup Dial-A-Brew

HARDWARE



23,888 Units/$543,700 B&D 7127 ⅜-in. Drill

14,098 Units/$513,400 B&D 7308 7¼-in. Cir Saw

7,972 Units/$375,600 B&D 79-003 Sngl-Hgt. Wrkmt

AUTOMOTIVE

10,614 Units/$742,900 2-Ton Hydraulic Floor Jack

109,219 Units/$435,800 Motorcraft Oil Filter

111,773 Units/$367,000 Heavy-Duty Sealed Beams

SPORTING GOODS

21,558 Units/$81,900 Champion 1-Gal. Camping Fuel

2,045 Units/$68,900 Colmn 220 K195 Db Mtl Ltrn

1,529 Units/$56,300 5760 Crosman BB 177 Rifle

Discount Store News

PMA

7th Annual
Product Movement Audit

Deodorants, Eye Care Seen Hot

By M. Raymond Prendergast
President,
Boston Distributors

The health & beauty aids department experienced a strong selling year for most of our customers in 1980 despite a softening of sales in the economy as a whole.

The primary reason for H&BA strength was a continuing increase in marketing expenditures by major industry manufacturers, especially in the area of new products.

The eye care category, whose sales grew by 46% for us in 1980, is one category which promises continued above-average increases over the next several years. Bausch & Lomb's reduction of soft lens retails from $120 to $50 early in the year was a catalyst to this growth. Recent advances in the treatment of astigmatism by soft lenses will add a significant number of new users to a market which grew from 65 million in retail sales in 1979 to 120 million in 1980 and is projected to reach 150 million in 1981. Bausch & Lomb dominates the soft segment and places four sku's on our eye care PMA. Barnes Hinds, with five sku's in the top 15, continues to lead the total PMA with its 2-oz. Wetting Solution.

Deodorants are also growing, with the solid and stick segment showing the greatest growth potential for 1981. With new entries from Mennen, Right Guard, and Arrid already being offered, the stick/solid category was led in 1980 by Speed Stick, which climbed from the No. 12 to the No. 4 spot. Old Spice and Brut also had excellent years with Boston. The Roll-On segment

(Continued on page 14)

10% Growth Seen In Hair Care Biz

NEW YORK—Retail sales of women's hair care products, a key BTS H&BA category, hit $2.3 billion last year and will grow 10% annually through 1985, according to projections by Packaged Facts, an information and research company.

Shampoo, hair colorings, hair conditioners and hair styling products will record sales of $3.3 billion, the study showed.

The report attributes the growth to increasing numbers of working women and the proliferation of new products, including up to 200 introductions each year in the shampoo classification alone.

H&BA

H&BA figures for the calendar year 1980, supplied by Boston Distributors, a division of Cook United, Maple Heights, Ohio, cover 320 stores, including 290 discount department stores, in 18 states. Average retail prices listed by the distributor reflect typical price points for discount clients.

ETHNIC PRODUCTS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Dark N Luvly Relaxer Kit	33,824	4.15	140,370
2	Pro Line Curly Kit 00055	9,994	5.21	52,069
3	T C B Hair & Scalp Cond 8 oz	20,902	2.14	44,730
4	Sta-Sof-Fro Spray Extra Dry 8 oz	23,918	1.80	43,052
5	Revlon Relaxer Kit Regular	8,290	4.75	39,378
6	Sta-Sof-Fro Spray Regular 8 oz	21,762	1.80	38,519
7	Revlon Relaxer Kit Mild	7,210	4.77	34,248
8	Ultral Sheen Conditioner 8 oz	12,020	2.69	32,334
9	Revlon Relaxer Kit Super	6,490	4.77	30,957
10	Sta-Sof-Fro Super 16 oz	11,350	2.88	30,352
11	Sta-Sof-Fro Spray X-Dry 16 oz	10,506	2.88	30,257
12	Sta-Sof-Fro Style Kit 16 oz	6,305	3.59	22,635
13	Sta-Sof-Fro Curl Activator 8 oz	10,525	2.14	22,524
14	T C B Hair Dressing 14 oz	6,953	3.22	22,389
15	Ultra Sheen Conditioner X-X Dry 8 oz	7,779	2.69	21,003

BLADES & RAZORS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Atra Cartridge 10's	66,432	3.31	219,890
2	Gillcite Trac II Cartridge 9's	68,580	2.89	198,196
3	Atra Cartridge 5's	97,800	1.74	170,172
4	Good News Disposable 3-pack	232,032	0.71	164,743
5	Gillette Trac II Cartridge 14's	31,620	3.91	123,634
6	Gillette Super Stainless Steel Dbl Edge 10's	40,824	2.46	100,427
7	Gillette Trac II Cartridge 5's	62,340	1.58	98,497
8	Personal Touch Refill Cartridge 4's	48,588	1.57	76,283
9	Schick II Twin Cartridge 9's	24,684	2.93	72,324
10	Schick Plus Platinum Injector 7's	37,440	1.85	69,264
11	Gillette Super Blue Double Edge 15's	28,176	2.33	65,650
12	Schick Plus Platinum Injector 15's	19,116	3.25	62,127
13	Gillette Platinum Plus Double Edge 10's	22,308	2.74	61,124
14	Schick II Twin Cartridge 5's	36,720	1.60	58,752
15	Schick Ultrex Cartridge 4's	36,564	1.58	57,771

COLD REMEDIES

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Nyquil Nightime Medicine 10 oz	47,820	3.82	182,672
2	Contac Capsules 10's	69,216	1.68	116,283
3	Nyquil Nightime Medicine 6 oz	44,172	2.42	106,896
4	Contac Capsules 20's	33,588	2.99	100,428
5	Dristan Tablets 50's	26,742	3.43	91,725
6	Comtrex Cold Tablets 50's	22,620	3.52	79,622
7	Halls Mentholyptus Bags 30's	99,120	0.77	76,322
8	Vicks Formula 44 D Cough Syrup 6 oz	20,628	3.36	69,310
9	Afrin Spray 15 CC	37,416	1.84	68,845
10	Primatene Mist Refill 15 CC	15,246	4.43	67,540
11	Dristan Tablets 100's	11,034	5.92	65,321
12	Dristan Tablets 24's	31,230	1.91	59,649
13	Vicks Formula 44 Cough Syrup 6 oz	18,414	2.98	54,874
14	Vicks Formula 44 D Cough Syrup 3 oz	27,096	1.98	53,650
15	Halls Cherry Bags 30's	69,600	0.77	53,592

EYE & EAR PREPARATIONS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Barnes-Hind Wetting Solution 2 oz	28,140	2.54	71,476
2	Visine Eye Drops Plast 803 15 CC	29,208	1.55	45,272
3	Visine Eye Drops Plast 308 30 CC	17,460	2.46	42,952
4	Bausch & Lomb Saline Sol 8 oz	22,260	1.81	40,291
5	Soflens Cleaning Tabs 24's	5,700	5.31	30,267
6	Bausch & Lomb Disinfectant Sol 12 oz	9,516	2.97	28,263
7	Bausch & Lomb Daily Cleaner 1.5 oz	10,722	2.37	25,411
8	Barnes-Hind One Solution 3 oz	10,446	2.42	25,279
9	Murine Plus 0.6 oz	15,192	1.47	22,332
10	Barnes-Hind Soquette Soaking Sol 4 oz	9,018	2.46	22,184
11	Liquifilm Wetting Solution 60 CC	7,704	2.59	19,953
12	Barnes-Hind Titan 2 oz	4,764	3.88	18,484
13	Murine Drops 0.6 oz	12,570	1.47	18,478
14	Bausch & Lomb Lens Lubricant 0.5 oz	7,842	2.33	18,272

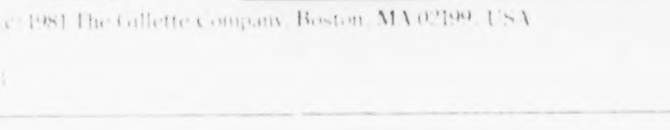
(Continued on page 14)

THE BOTTOM LINE ON THE FRONT-END.

New study shows blades and razors outperform 6 out of 7 front-end categories.

In a recent front-end profitability study conducted by TRIM, Inc. with a major food chain, scanner store sales proved that blades and razors are second in dollar sales and gross dollar profits per cubic foot of display space. And we'd like to show you the test results to prove it.

So if you want to get more from your check-out displays, contact your Gillette sales representative. Because he's got the bottom line on the front-end. And it's yours for the asking.



Gillette

© 1981 The Gillette Company, Boston, MA 02199, USA

H&BA

(Continued from page 13)

BAR SOAP

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Dial Bath Soap 5 oz	525,960	0.48	252,461
2	Ivory Soap Personal .09 off 4 oz	195,120	0.83	161,950
3	Ivory Soap Personal 4-pack	134,712	1.02	140,466
4	Coast Bath Soap 0.20 off 3-pack	60,528	1.42	85,950
5	Coast Bath Soap 2 pack 0.10 off 5 oz	81,500	0.95	78,375
6	Camay Soap Bath	49,376	1.35	66,658
7	Zest 6-pack Special Bath	23,448	2.59	60,753
8	Dove Bath Soap White	87,840	0.60	52,704
9	Dove Soap Pink Bath	74,640	0.59	44,037
10	Jergens Soap Personal 3 oz	212,832	0.20	42,566
11	Lifebuoy Soap 0.10 off 7 oz	81,000	0.44	35,640
12	Jergens Soap Bath 0.25 Prepriced 4.75 oz	127,100	0.25	31,775
13	Dove Soap Pink 0.04 Off Bath	35,616	0.64	22,794
14	Safeguard 2-pack 0.20 Off 5 oz	31,466	0.72	22,656

SHAMPOO

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Head & Shoulders Shamp Lot 11 oz	60,906	2.65	161,197
2	Head & Shoulders Lotion 15 oz	44,448	3.54	157,455
3	Flex Shampoo Normal 16 oz	76,208	1.81	137,612
4	Vidal Sassoon Shampoo 8 oz G 30	46,188	2.28	105,461
5	Prell Shampoo Liquid 16 oz	35,280	2.75	96,027
6	Flex Shampoo Oily 16 oz	47,810	1.81	85,749
7	Head & Shoulders Tube 7 oz	30,716	2.65	82,626
8	Agree Shampoo Regular 12 oz	33,120	2.33	77,195
9	Prell Shampoo 11 oz	34,080	2.05	69,864
10	Prell Shampoo Tube Concentrate 7 oz	24,936	2.75	69,821
11	Head & Shoulders Lotion 7 oz	38,024	1.80	68,443
12	Body On Tap Shamp Normal 11 oz	30,348	2.16	65,552
13	Agree Shampoo Oily 12 oz	27,552	2.33	64,196
14	Agree Shampoo Balsam Pro 12 oz	26,376	2.33	61,192
15	Faberge Organic Shampoo 15 oz	42,756	1.28	54,728

VITAMINS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Theragran M Tabs "30 Free" 130's	8,124	7.70	62,555
2	Vitamin E 400 IU 100's V3043	17,442	3.15	54,942
3	One A Day W Iron 100's	13,074	4.03	52,688
4	Stresstabs 60's	8,522	5.53	47,127
5	Stresstabs W Iron 60's	7,727	5.95	45,976
6	Extra Strength Super Plenamin V963 130's	6,953	6.56	45,612
7	Flintstones W Iron 100's	10,680	4.08	43,574
8	Geritol Tablets 100's	6,168	6.46	39,845
9	Geritol Tablets 40's	9,792	3.36	32,901
10	Vitamin C 500 MG V3024 100's	22,025	1.49	32,817
11	Tri Vi Sol Drops 50 CC	6,505	4.01	26,085
12	Poly Vi Sol Drops 500 CC	5,912	4.41	26,072
13	One A Day W Iron 240's	3,093	8.17	25,270
14	One A Day Multiple Vitamins 100's	6,990	3.51	24,535
15	Flintstones W Iron 60's	8,532	2.86	24,402

DEODORANTS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Right Guard Deod 10 oz	67,560	2.57	173,629
2	Ban Roll On Deod Regular 2.5 oz	46,934	2.19	102,316
3	Sure Deod Regular 6 oz	33,464	2.66	89,014
4	Mennen Speed Stick Regular 2.5 oz	57,996	1.49	86,414
5	Ban Roll On Deod Regular 1.5 oz	60,528	1.37	82,923
6	Old Spice Stick Deod 2.5 oz	48,648	1.54	74,918
7	Dry Idea Roll On Regular 2.5 oz	24,594	2.67	65,666
8	Dry Idea Roll On Unscented 2.5 oz	24,372	2.67	65,073
9	Mennen Speed Stick Spice 2.5 oz	39,132	1.49	58,698
10	Brut 33 Deodorant Stick 2.5 oz	53,964	1.09	57,741
11	Right Guard Deodorant 5 oz	28,614	1.94	55,511
12	Soft Dri Super Dry Regular 4 oz	25,980	2.03	52,739
13	Old Spice Stick Deod 3.75 oz	23,760	2.18	51,797
14	Dry Idea Roll On Regular 1.5 oz	28,356	1.78	50,474
15	Ban Roll On Deod Unscented 2.5 oz	21,438	2.19	47,164

(Continued on page 16)

Discount Store News

PMA

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Deodorants Seen Hot

(Continued from page 13)

placed six products on the PMA, with Ban still leading the way. Dry Idea, not even on the 1979 PMA, was the big gainer by placing three out of its four put-ups on the top 15. Aerosols lost ground and placed only four sku's on the annual listing, although Right Guard in the 10-oz. size remained our No. 1 item.

The blade and razor category was led by Atra 10's which rose from the No. 7 spot in 1979, while the 5's maintained their No. 3 ranking. Trac II slipped in the rankings this year but maintained all three put-ups in the top 10. Good News fell from the No. 2 spot to No. 4. Although Bic Shavers grew as a brand with Boston, they did not show up in the PMA due to sales being spread over a larger number of sku's.

The 2-pack Bic, which is classified by Boston as a trial size, scored well on this PMA, although its dollars did not warrant placement on the blade report. Trial sizes as a category grew 60% with us in 1980 demonstrating their importance as a basic year-round department. Toothpastes are the best find in a trial size as Aqua Fresh 1.4-oz. led the PMA, followed closely by the .75-oz. Colgate. As could be expected, shampoos, deodorants, and fragrances also did well.

The feminine protection market, shook by the recall of Rely tampons, did not change significantly in nature. Tampax Super 40's continued to lead the PMA and while the regular fell from No. 3 to No. 4, the Super Plus rose from No. 7 to No. 5. The only two new entries on

(Continued on page 16)

Microwave Oven Shipments Soar

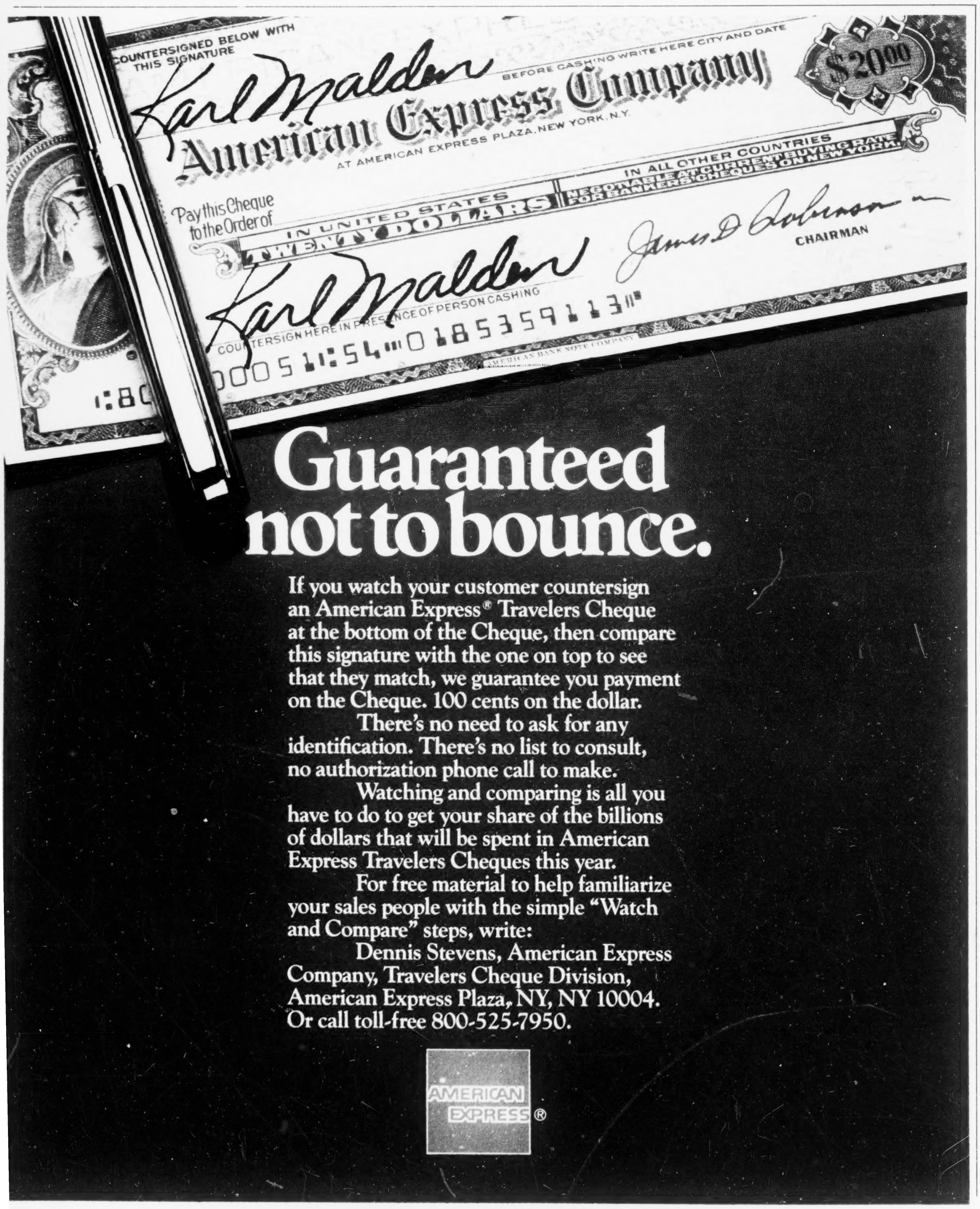
CHICAGO—Appliance manufacturers' shipments of microwave ovens and room air-conditioners were up in February but all other appliances continued to show declines.

The Association of Home Appliance Manufacturers reported that total major appliance shipments in February of 2,530,800 units were down 2.6% from the 2,597,500 units moved in February 1980.

Microwave ovens continued to show a significant gain, with the 332,900 units moved representing a 50.3% jump from 221,500 in February 1980.

Room air-conditioner shipments of 370,100 units were up 7.2% from 345,400, as retailers began to build up stock for the upcoming summer.

The declines in shipments registered by other major appliances included dishwashers, 18.2%; refrigerators, 2.8%; home freezers, 10%; electric ranges, 8.6%; clothes washers, 2.2%, and clothes dryers, 12.4%.



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H&BA

(Continued from page 14)

ANALGESICS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Bufferin Tablets 100's	109,662	2.47	270,865
2	Anacin Tablets 100's	97,176	2.30	223,505
3	Bayer Asprin Tablets 100's	87,984	1.85	161,891
4	Tylenol Capsules Extra-Strength 50's	52,056	2.88	149,921
5	Excedrin Tablets 100's	56,820	2.60	147,732
6	Tylenol Extra Strength Capsules 100's	28,494	4.80	136,771
7	Tylenol Tablets 100's	49,602	2.72	134,917
8	Tylenol Extra Strength Tablets 100's	29,928	3.83	114,624
9	Tylenol Tablets Extra Strength 60's	38,694	2.88	111,052
10	Anacin Tablets 200's	25,704	4.49	98,446
11	Bayer Aspirin Tablets 300's	21,090	4.61	97,225
12	Bufferin Tablets 225's	15,936	5.42	86,373
13	Anacin Tablets 300's	11,688	5.92	69,193
14	Excedrin Tablets 225's	10,824	5.67	61,372
15	Bufferin Tablets 165's	13,878	4.29	59,537

TRIAL SIZES

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Aqua Fresh toothpaste 0.75 oz	169,344	0.27	45,722
2	Colgate Toothpaste 0.75 oz	284,832	0.16	45,573
3	Bic Shaver 2-pack	163,872	0.24	39,329
4	Vidal Sassoon 6300	90,552	0.41	37,126
5	Babe Splash Cologne 1.25 oz	70,656	0.49	34,621
6	Baby Fresh Take Along 12's	58,176	0.56	32,579
7	Silkience Shampoo 2 oz	100,800	0.28	28,224
8	Aqua Net 2.5 oz	65,256	0.41	26,755
9	Cocoa Butter Milk Bath 1 oz	57,168	0.43	24,582
10	Ultra Ban Roll On 1 oz	57,504	0.42	24,152
11	Dexatrim Extra Strength 5's	32,640	0.72	23,501
12	English Leather	27,936	0.84	23,466
13	Ban Roll On 1 oz	24,852	0.86	21,373
14	Pretty Feet and Hands 0.5 oz	57,264	0.37	21,188
15	Revlon Super Nail	36,072	0.56	20,264

DIET

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Dexatrim Capsules 28's	41,292	3.20	132,130
2	Dexatrim Extra Strength Capsules 20's	43,224	3.05	131,830
3	Prolamine Super Strength Tablets 20's	34,596	2.60	92,717
4	Dexatrim Extra Strength Capsules 40's	11,112	5.33	59,226
5	Appedrine Tablets 30's	25,236	2.29	57,790
6	Dexatrim Capsules 56's	10,698	5.33	56,378
7	Control Capsules 56's	9,618	5.29	50,879
8	Dietac Capsules 28's	14,190	3.57	50,658
9	Sweet N Low Packettes 500's	10,320	4.49	46,336
10	Permathene 12 Capsules 24's	15,720	2.93	46,059
11	Sweet N Low Packettes 100's	40,068	1.09	43,674
12	Dietac Capsules 14's	20,100	2.14	43,014
13	Dietac Pre Meal Tablets 42's	12,552	2.36	29,622
14	Control Capsules 28's	9,516	3.08	29,309
15	Prolamine Tablets 50's	6,150	4.56	28,044

CREME RINSES AND CONDITIONERS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Flex Balsam Condition with Body 16 oz	56,940	1.84	104,892
2	Silkience Conditioner Extra Body 15 oz	40,680	2.41	98,082
3	Flex Balsam Condition Regular 16 oz	49,842	1.84	91,628
4	Silkience Conditioner Regular 15 oz	30,270	2.39	72,413
5	Vidal Sassoon Finishing Rinse 8 oz	30,156	2.27	68,336
6	Agree Creme Rinse Regular 12 oz	30,000	1.88	56,533
7	Silkience Extra Body 7 oz	29,484	1.59	47,013
8	Agree Creme Rinse with Body 12 oz	22,656	1.99	45,021
9	VO-5 Hot Oil Treatment 4 Pack Hot-4	13,632	3.27	44,534
10	Vidal Sassoon Remoisturizing Cream 4 oz	14,376	3.08	44,294
11	Wella Balsam with Body 16 oz	23,928	1.83	43,827
12	Tame Cond Cln Rinse, Rinse Ext Bdy 16 oz	19,722	2.13	41,937
13	Flex Balsam Conditioner Oily 16 oz	21,252	1.88	40,056
14	Clairol Condition Jar 4 oz	11,754	3.38	39,771
15	Silkience Regular 7 oz	23,022	1.58	36,406

(Continued on page 71)

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PMA

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Deodorants Seen Hot

(Continued from page 14)

this listing were Carefree Panty Shields and Sure & Natural Maxi Shields.

The creme rinse-conditioner category, which grew 8% in 1980, was again led by Flex Balsam Extra Body. The Regular formulation of Flex slipped to No. 3 as Silkience Extra Body rose from No. 7 to fill that slot. Silkience Regular scored fourth, up from No. 10. Both Silkience 7-oz. flavors also ranked on the PMA, making Gillette the big sales gainer in this segment as well as in deodorants.

Head & Shoulders again led the shampoo PMA with Flex maintaining its No. 2 spot and Sassoon rising from No. 6 to fill the No. 4 position.

The ethnic category tied diet products as the fastest growing category as Dark & Luvly Kits repeated in the No. 1 position. Sta Sof entered this PMA for the first time and did it up right with four rankings on the list. TCB continued its growth in 1980 while all three Revlon kits fell slightly. Johnson Products suffered the largest decline as three put-ups of kits fell off the listing.

Diet, again led by Dexatrim, will continue to grow as Menley & James will spend millions on its Dietac brand in an attempt to take share points away from Thompson Medical.

Analgesics should also do well in 1981 as everyone enters the capsule race prompted by Tylenol's success with this formulation. So far, McNeil owns the capsule segment with two put-ups on the listing in addition to its two extra-strength tablets and one regular tablet positions.

Vitamins continued steady growth (16%) in 1980 with both Rexall and One-A-Day garnering three positions. Theragran M led the PMA and Stresstabs and Geritol each placed two sku's in the top 15.

The solid soap category also had an excellent year despite the tremendous success of liquid soap. Dial Bath soap took top honors while Ivory Personal took No. 2 and No. 3 with two different packings. Soaps, especially those featuring cents-off or bonus packs, still represent the best promotional opportunity for the mass retailer.

Executive Changes

Sterling Stores, Little Rock-based parent of Magic Mart, has named **THOMAS BUFORD** controller. A certified public accountant, his experience includes stints at many companies, plus four years of private practice. He will report directly to Larry Crutcher, senior vice president of finance. **ROBERT GRIFFITH** was named transportation manager. He has 26 years experience in warehousing. He will report to Grant Woolever.

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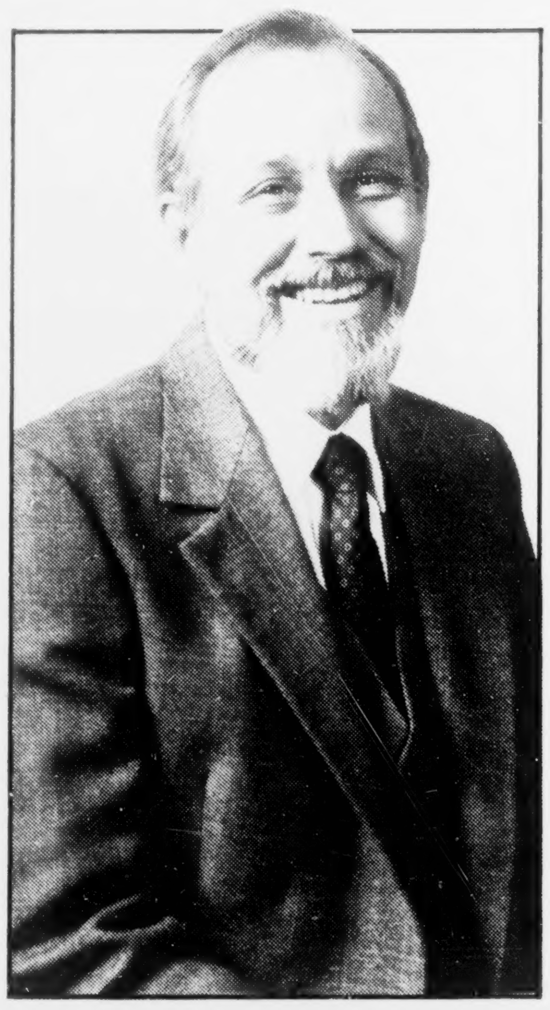
Richway Unites Hard, Soft Lines Under 2 Sr. VPs

Ira Bodker



Russell Wachsmann

ATLANTA—Richway has consolidated all hard and soft line merchandising under two newly appointed senior vice presidents.

Under the changes Ira S. Bodker, vice president and divisional merchandise manager, was appointed senior vice president and general merchandise manager for soft lines. Russell S. Wachsmann, vice president and divisional merchandise manager, was made senior vice president and general merchandise manager for hard lines.

New Approach

Both will report directly to Neil F. Bennett, Richway president. Responsibility for hard line and soft line merchandising had previously been divided among four persons.

The promotion of Jack A. Heilpern, vice president and divisional merchandise manager, to senior vice president for stores was announced by Richway chairman John H. Weitnauer. Heilpern replaces Harvey J. Kopita, who served as vice president for stores and left for Big K last year.

Up the Ladder

Other promotions include Don K. Love, vice president, marketing, to senior vice president for marketing; Buell C. Rollins, vice president, personnel, to senior vice president for personnel and administration, and Joe R. Sheram Jr., vice president, finance, to senior vice president for finance and distribution.

H&BA

(Continued from page 16)

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
	LOTIONS, CREAMS & MOISTURIZERS			
1	Oil of Olay 4 oz	62,388	3.79	236,451
2	Noxzema Cream 10 oz	71,460	2.02	144,390
3	Oil of Olay 6 oz	25,668	5.43	139,377
4	Vaseline Intensive Care Lotion 10 oz	65,460	1.47	96,226
5	Vaseline Intensive Care Lotion 24 oz	21,156	3.28	69,392
6	Porcelana Fade Cream 4 oz	10,350	6.25	64,688
7	Vaseline Intensive Care Lotion 15 oz	27,006	2.27	61,304
8	Noxzema Cream Jar 6 oz	33,900	1.77	60,003
9	Night of Olay Cream 2 oz	13,740	4.35	59,769
10	Keri Lotion 6.5 oz	21,936	2.70	59,227
11	Wet Ones Disposable Towels 70's	29,352	1.51	44,322
12	Vaseline Int Care Lotion Ext Strgth 10 oz	27,696	1.51	41,821
13	Jergens Lotion Dry Skin 10 oz	24,288	1.69	41,047
14	Olay Vitalizing Cream 2 oz	9,084	4.35	39,515
15	Jergens Lotion 15 oz	15,276	2.54	38,801
	SANITARY NAPKINS & TAMPONS			
1	Tampax Super 40's	111,078	2.53	281,027
2	Stayfree Maxipads 30's	71,796	3.36	241,235
3	Stayfree Super Maxipads 30's	58,776	3.45	202,777
4	Tampax Regular 40's	75,378	2.53	190,706
5	Tampax Super Plus 40's	60,204	2.52	151,714
6	New Freedom Maxipads 30's	45,888	3.27	150,054
7	Kotex Super 30's	34,632	3.19	110,476
8	Stayfree Maxipads 12's	73,992	1.47	108,768
9	Stayfree Maxipads 48's	19,200	5.34	102,528
10	Modess Super 40's	22,350	4.53	101,246
11	Kotex Maxipads #190 30's	29,352	3.27	96,981
12	Playtex Deodorant Tampon Super 28's	30,276	2.91	88,103
13	Carefree Panty Shields 30's	37,944	2.23	84,615
14	Playtex Deodorant Tampax Plus 28's	30,804	2.74	84,403
15	Sure & Natural Maxi Shields 30 Cnt	20,940	3.79	79,363
	BABY PRODUCTS			
1	Q Tips Cotton Swabs 300's	131,496	1.49	194,929
2	J&J Baby Shampoo Imperial 16 oz	45,060	3.40	153,204
3	J&J Baby Powder Economy 14 oz	50,964	2.06	104,986
4	J&J Baby Powder Family 24 oz	25,524	3.21	81,932
5	Baby Fresh Wipes 80's	33,108	2.45	81,115
6	Vaseline Int Care Baby Powder 24 oz	47,376	1.63	77,223
7	Baby Fresh Wipes 40's	51,606	1.42	73,281
8	Q Tips Cotton Swabs 170's	68,622	1.06	72,739
9	J&J Baby Shampoo 11 oz	28,896	2.40	69,350
10	J&J Baby Powder Large 9 oz	42,108	1.49	62,741
11	J&J Baby Lotion Economy 16 oz	16,980	3.39	57,563
12	Vaseline Petroleum Jelly 7.5 oz	40,044	1.41	56,462
13	J&J Baby Oil Economy 16 oz	18,492	3.00	55,476
14	Vaseline Int Care Baby Oil 16 oz	33,360	1.62	54,043
15	J&J Cotton Swabs 400's	22,896	2.30	52,661

Discount Store News

PMA

7th Annual
Product Movement Audit

Basics Promos, New Items Star In Housewares

Discounters, striving to offset the weak economy, will continue to emphasize promotable housewares basics this year, maintaining the trend that marked the housewares Product Movement Audits for 1980.

This interest in promotable basics coexisted with the heavy play given to new housewares as discounters and other retailers pushed sharp prices and newness to draw shoppers.

The extensive use of housewares to pull traffic was evident in the movement of promotable low-priced items in a number of different categories. In the Bacar Distributors report covering the West Coast, for example, an ice cube tray was the top seller in the Rubbermaid listing, while a Frigidaire tray was No. 5 on the plastics chart.

The HalMar Distributors PMA for New England and the Middle Atlantic States had two Anchor Hocking 24-pc. sets as the top items in the glassware report and hand can openers from Swing-A-Way and Ekco as the Nos. 1 and 3 items on the gadgets chart.

The significance of the strong showing of these items lies not in the fact that they tend to be lower priced housewares, but that they and similar goods were used regularly in promotions targeted to draw shoppers without giving away gross profit dollars.

(Continued on page 21)

HOUSEWARES

These housewares figures, for calendar 1980, were supplied by HalMar Distributors, Holyoke, Mass., and cover more than 500 stores, including 400 full-line discount stores from New England to the Carolinas. Average retail prices reflect typical price points for discount clients.

TABLE TOP

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	Corelle 20-pc set, gold	20,049	38.69	775,695.81
2	3	Corelle 20-pc set, green	18,720	38.69	724,276.80
3	2	Corelle 20-pc set, Woodland	16,376	38.69	633,587.44
4	4	Expressions 20-pc set, Indian Summer	5,997	63.89	383,148.33
5	5	Expressions 20-pc set, Meadow	5,385	63.89	344,047.65
6	6	Expressions, 20-pc set, Wildflower	4,899	63.89	312,997.11
7	7	Corelle 20-pc set, blue	6,286	38.69	243,205.34
8	8	Corelle 20-pc set, white	4,623	36.89	170,542.47
9	—	Dimension IV 16-pc set, Cinnamon	4,037	35.63	143,838.31
10	—	Expression 20-pc set, Strawberry	2,066	63.89	131,996.74
11	—	Dimension IV 16-pc set, Almond	2,746	35.63	97,839.98
12	—	Dimension IV 16-pc set, Citrus	2,574	35.63	91,711.62
13	14	Corelle 5-pc completer set, gold	2,006	21.05	42,226.30
14	13	Corelle small platter, green	5,184	7.82	40,538.88
15	17	Corelle 5-pc completer set, green	1,804	21.05	37,974.20

GLASSWARE

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	4	Anchor Hocking 24-pc set, Nwprt gld	6,125	12.15	74,418.75
2	1	Anchor Hocking 24-pc st, Nwprt Crystl	3,642	12.15	44,250.30
3	3	Libbey 12½-oz bev, Wheat Spray, 8-pc	4,068	9.89	40,232.52
4	—	Libbey 12-oz bev, Oriental, 8-pc	4,840	8.00	38,720.00
5	5	Anchor Hocking 11-pc tbl srvc st, prsct	3,167	11.69	37,022.23
6	11	Anchor Hocking 7-pc tbl srvc st, prsct	3,948	8.99	35,492.52
7	2	Libbey 6½-oz round wine, Mr Pro	5,369	5.57	29,905.33
8	14	Anchor Hocking 9-oz bev, crystal sham	49,643	0.58	28,792.94
9	—	Anchor Hocking 12-oz bev, Roses	7,168	3.86	27,668.48
10	6	Libbey 8¼-oz wine, Mr Pro	4,886	5.57	27,215.02
11	20	Libbey 12-oz bev, Gold Savoy, 8-pk	3,580	7.46	26,706.80
12	—	Libbey 12-oz bev, Wheat	40,730	0.62	25,252.60
13	10	Libbey 16-oz cooler, Twny Accnt, 4-pc	6,515	3.77	24,561.55
14	18	Libbey 12-oz bev, Blue Bolero	45,540	0.53	24,136.20
15	—	Libbey 12-oz bev, Gold Bolero	45,114	0.53	23,910.42

COOKWARE

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	2	Ekco 17¼ cookie sht, Baker's Secrt	15,800	3.59	56,722.00
2	4	Ekco 13" oblng cke pn, Baker's Secrt	15,766	3.23	50,924.18
3	12	Ekco 15¼" ckie sht, Baker's Secrt	13,929	3.23	44,990.67
4	8	Ekco 14½" roast pan, Baker's Secret	8,792	4.40	38,684.80
5	7	Ekco 12-cup mffin pn, Baker's Secrt	9,935	3.86	38,349.10
6	14	Ekco 17¼" cookie sheet	14,236	2.15	30,607.40
7	16	Ekco 9¼" loaf pan, Baker's Secret	10,366	2.87	29,750.42
8	18	Ekco 13¼" ckie sht, Baker's Secret	10,131	2.60	26,340.60
9	3	Wer-Evr 10" fry pn, Prem SlvrStne	2,168	11.69	25,343.92
10	15	Mirro 9-cup Comet percolator	2,950	7.73	22,803.50
11	—	Mirro 2½-qt tea kettle, gold	2,979	7.19	21,419.01
12	—	Ekco 8½" loaf pan, Baker's Secret	9,109	2.33	21,223.97
13	—	Ekco 13" oblong pan	10,797	1.88	20,298.36
14	13	Ekco 15¼" cookie sheet	9,832	2.06	20,253.92
15	—	Mirro 2½ qt tea kettle, brown	2,805	7.19	20,167.95

GADGETS

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	Swing-A-Way Prtble hnd cn openr	13,589	3.86	52,453.54
2	2	Rhodes timer, white	5,472	6.65	36,388.80
3	3	Ekco can opener w/bottle opener	38,783	0.89	34,516.87
4	4	Ekco 3-way can opener	20,848	1.34	27,936.32
5	7	Rhodes timer, gold	4,028	6.65	26,786.20
6	6	Ekco can opener, plastic handle	12,305	2.06	25,348.30
7	10	Ekco 2⅛" barrel rolling pin	6,864	3.59	24,641.76
8	14	Chaney meat thermometer	10,924	1.97	21,520.28
9	9	Ekco peeler	34,276	0.62	21,251.12
10	18	Taylor hang/stand oven thermometer	7,817	2.69	21,027.73
11	—	Helmac lint brush	7,452	2.69	20,045.88
12	16	Ekco 8-wing egg beater	5,416	3.59	19,443.44
13	—	Swing-A-Way wll cn openr, bdgt mdel	4,932	3.86	19,037.52
14	—	Comware 3-pce wood spoon set	15,936	1.16	18,485.76

(Continued on page 21)

Quayle Named Aldens Prexy

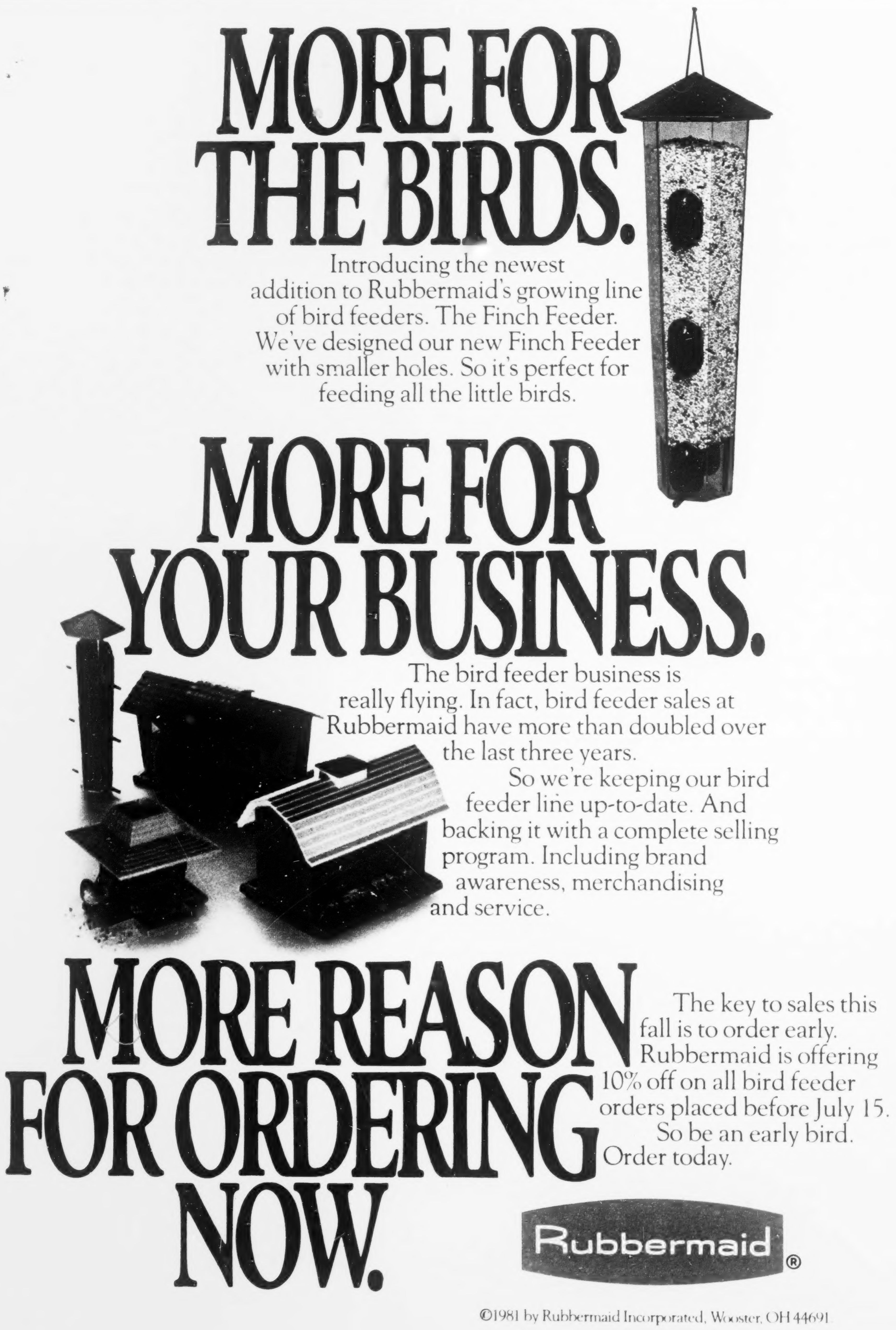
SAN DIEGO—Robert H. Quayle, formerly executive vice president-merchandising at FedMart, has been named president of Chicago-based Aldens, a division of Wickes Companies Inc.

Quayle replaces Carle R. Wunderlich, who is leaving the nation's fifth largest mail order and catalog company, according to an announcement by E. L. McNeely, chairman and ceo of Wickes.

Quayle will report to John V. Drum, Wickes executive vice president and group officer.

McNeely also announced that the Gamble Department Store division, which previously reported to the president of Aldens, will now report directly to Drum. Karl G. Engelbrecht, executive vice president, remains as Aldens general manager.

Prior to his association with FedMart, Quayle was with Chicago-based Jewel Companies from 1965 to 1978. He was ceo of Turn-Style Stores and vice president of Osco Drug, both Jewel subsidiaries.



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MORE FOR YOUR BUSINESS.

The bird feeder business is really flying. In fact, bird feeder sales at Rubbermaid have more than doubled over the last three years.

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MORE REASON FOR ORDERING NOW.

The key to sales this fall is to order early. Rubbermaid is offering 10% off on all bird feeder orders placed before July 15. So be an early bird. Order today.

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Discount Store News

PMA

7th Annual
Product Movement Audit

Basics Promotions

(Continued from page 17)

Basic items that are used in promotions are quickly and easily returned to the housewares assortment, so that there isn't any skip in the steady flow of gross profit dollars as the rapid sales and replenishment of these items generate a high turnover.

The quest for newness to help offset any staid look for housewares that can result from just merchandising basics was evident from the quickness with which discounters have added new items in such classifications as tabletop, glassware and Corningware, the three major fashion-oriented areas.

In the tabletop listing, for instance, both PMAs showed Expressions' 20-pc. set in the new Strawberry pattern as No. 10, while Bacar had the new Dimensions IV 16-pc. set in the Cinnamon design as No. 13 and HalMar has it as No. 9.

The bottom line on housewares is that discounters and other retailers have found that the category has great appeal to shoppers due to both the high demand for low-priced basics and the interest in gourmet and lifestyle-oriented products.

Chains have been tieing into these varied interests by "shopifying" housewares to spotlight gourmet and lifestyle goods, and by playing up basics in promotions. While the two PMA reports covered opposite coasts of the country, they included many of the same housewares, a fact that denoted the catholic appeal of staple and fashion-oriented products.

(Continued on page 22)

·DH Sells Interest In 4 More Centers

MINNEAPOLIS—Dayton Hudson has sold its interest in four more regional shopping centers.

The sale was to The Equitable Life Assurance Society of the United States and will result in aftertax gains of about $12.5 million this fiscal year.

Centers sold were: Valley View Mall, La Crosse, Wis., opened last year and the only center wholly owned by Dayton Hudson; Quail Springs Mall, Oklahoma City, also opened in 1980; The Orchards, Benton Township, Mich., opened in 1979, and Spring Meadows, Toledo, Ohio, still being developed.

The first sale in the corporation's real estate investment redeployment was the sale in May 1978 of nine wholly owned centers, also to The Equitable.

Contracts to manage 14 of the projects sold so far are held by The Center Companies, an independent management group formed by former real estate executives of Dayton Hudson.

The corporation's interests in three developed shopping centers and various undeveloped land parcels remain to be sold.

HOUSEWARES

(Continued from page 17)

PLASTICS

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	4	Lustro-Ware 11-qt hvy duty pail, alum	7,164	2.60	18,626.40
2	2	Republic 1-qt uprite Freezette	6,043	2.69	16,255.67
3	1	Demand Mkt Sesame Street tumbler	18,165	0.89	16,166.85
4	3	Republic 1-pt uprite Freezette	5,853	2.69	15,744.57
5	—	Travco spaghetti server	13,655	1.07	14,610.85
6	—	Lustro-Ware dust pan	10,856	1.25	13,570.00
7	14	Lustro-Ware 1-gal square decanter	4,656	2.78	12,943.68
8	—	Eagle 44-oz oblong Superseal	8,036	1.61	12,937.96
9	—	Vanderbilt nylon baster	10,290	1.25	12,862.50
10	6	Family Prod 2-qt bottle	8,443	1.52	12,833.36
11	7	Lustro-Ware 11-qt round decanter	6,496	1.97	12,797.12
12	—	Sterlite Tablemate set, almond	4,070	3.14	12,779.80
13	8	Tucker 22-gal trash can	1,683	7.55	12,706.65
14	10	Eagle 80-oz oblong SuperSeal	5,789	2.06	11,925.34
15	—	Moule nylon spoon & turner set	6,157	1.79	11,021.03

CLEANING & CHEMICALS

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	3M 16-oz Scotch Guard	7,603	5.39	40,980.17
2	2	White Labs 160-oz X-14 mildw remvr	11,807	3.14	37,073.98
3	—	Texize 32-oz Fantastic refill	12,341	2.51	30,975.91
4	3	Johnson 14-oz Pledge, lemon	9,900	2.96	29,304.00
5	4	Drackett 26-oz Drano	7,418	3.50	25,963.00
6	7	Liquid Gold 14-oz aerosol	6,086	3.95	24,039.70
7	14	Texize 64-oz Fantastic refill	6,778	3.50	23,723.00
8	6	Johnson 27-oz Future	5,760	4.04	23,270.40
9	—	Drackett 48-oz Vanish	8,880	2.33	20,690.40
10	—	Scotts 16-oz Liquid Gold	5,280	3.86	20,380.80
11	18	Drackett 10-oz Endust	6,446	2.87	18,500.02
12	16	Johnson 14-op Wood Pledge	6,239	2.96	18,467.44
13	5	Glamorene 24-oz Spray 'N Vac	5,171	3.41	17,633.11
14	—	Carbona 24-oz vacuum rag cleaner	5,939	2.96	17,579.44
15	9	Bissel 14-oz aerosol upholstery kit	3,002	5.84	17,531.68

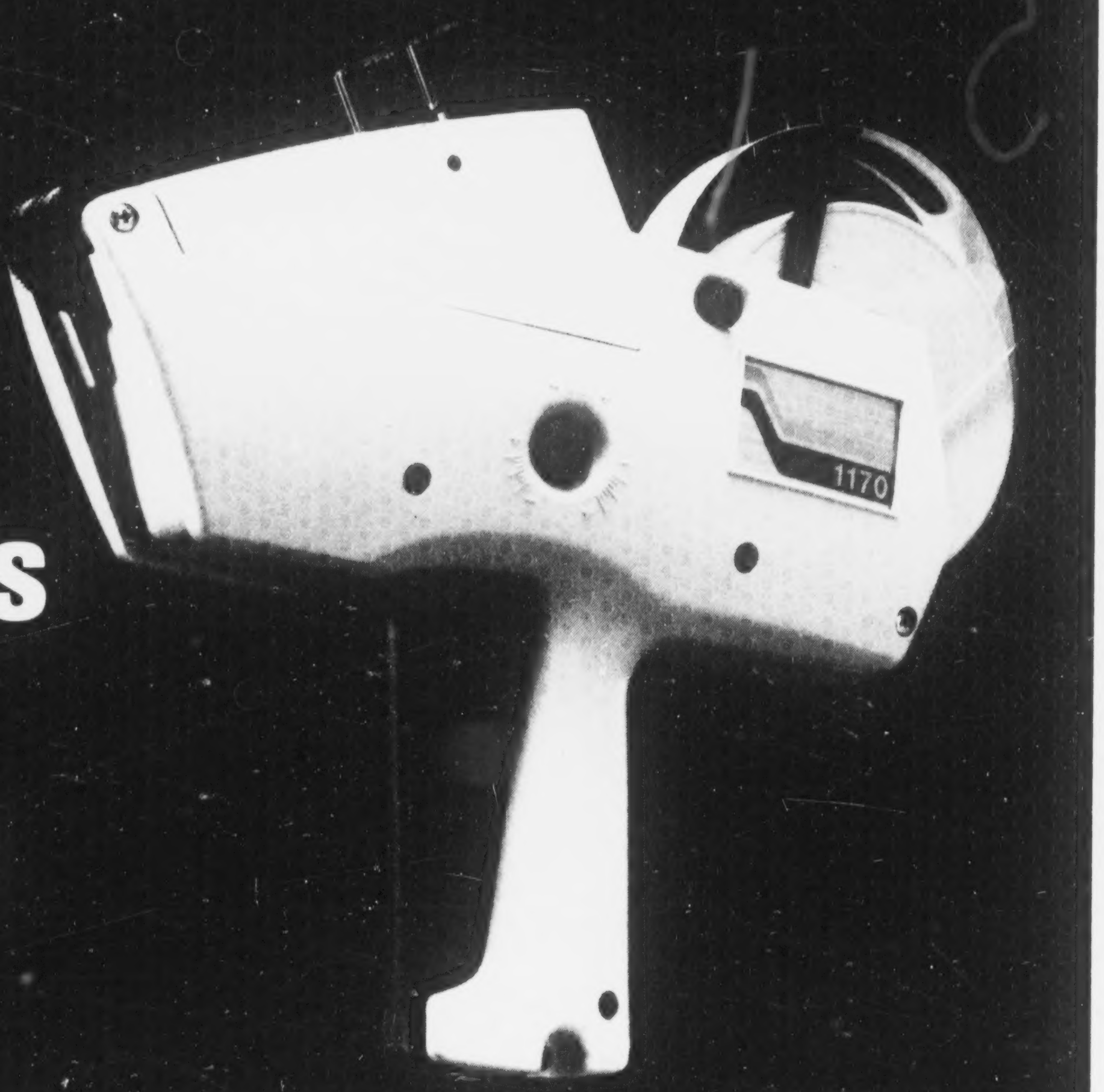
BATH SHOP

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	Selfix Portable shower spray	4,670	8.95	41,796.50
2	—	Magnolia molded toilet seat, white	3,246	9.89	32,012.94
3	2	Selfix shampoo spray	10,171	1.97	20,036.87
4	3	Ekco 18" towel bar, chrome	9,370	2.06	19,302.20
5	5	Selfix twin hooks, 2-pk	14,851	1.16	17,227.16
6	4	Ekco toilet tissue holder, chrome	8,143	1.97	16,041.71
7	7	Selfix toilet tissue holder	10,997	1.43	15,725.71
8	6	Ekco 12" towel bar, chrome	8,043	1.88	15,120.84
9	—	Magnolia padded toilet seat, white	905	16.64	15,059.20
10	9	Ekco 24" towel bar, chrome	6,002	2.42	14,524.84
11	14	Selfix hooks 4 pk	10,439	.34	13,988.26
12	9	Ekco 24" twin towel bar, chrome	3,659	3.50	12,806.50
13	—	Magnolia padded toilet seat, brown	769	16.64	12,796.16
14	10	Selfix 24" towel bar	6,055	1.97	11,928.35
15	12	Selfix 18" towel bar	6,330	1.79	11,330.70

RUBBERMAID

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	20 gal Refuse container	4,485	13.49	60,502.65
2	2	10¾" high Rect laundry basket, choc	8,214	5.21	42,794.94
3	3	Self-closing wastebasket, choc	5,568	7.55	42,038.40
4	4	10¾" high Rect laundry basket, gold	7,061	5.21	36,787.81
5	5	10¾" Drainer tray, gold	6,818	5.21	35,521.78
6	10	Delux dish drainer, chocolate	6,209	5.66	35,142.94
7	14	Bath mat, white	11,433	2.96	33,841.68
8	—	Bath mat, chocolate	11,160	2.96	33,033.60
9	8	5¼" deep dishpan, gold	10,754	2.87	30,863.98
10	—	11½" dp Square dishpan, chocolate	10,681	2.87	30,654.47
11	7	Self-closing wastebasket, gold	3,976	7.55	30,018.80
12	9	Delux dish drainer, gold	5,140	5.66	29,092.40
13	—	11½" dip Square dishpan, almond	10,082	2.87	28,935.34

(Continued on page 22)



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The Monarch 1170 Labeling System eliminates the hidden expenses of most systems and has a lower applied cost: Ink rollers are packed in each box of labels at no additional cost. The single-impression printhead eliminates the average 8% label waste found in stage printers. A two-year written warranty allows you to avoid all service costs.

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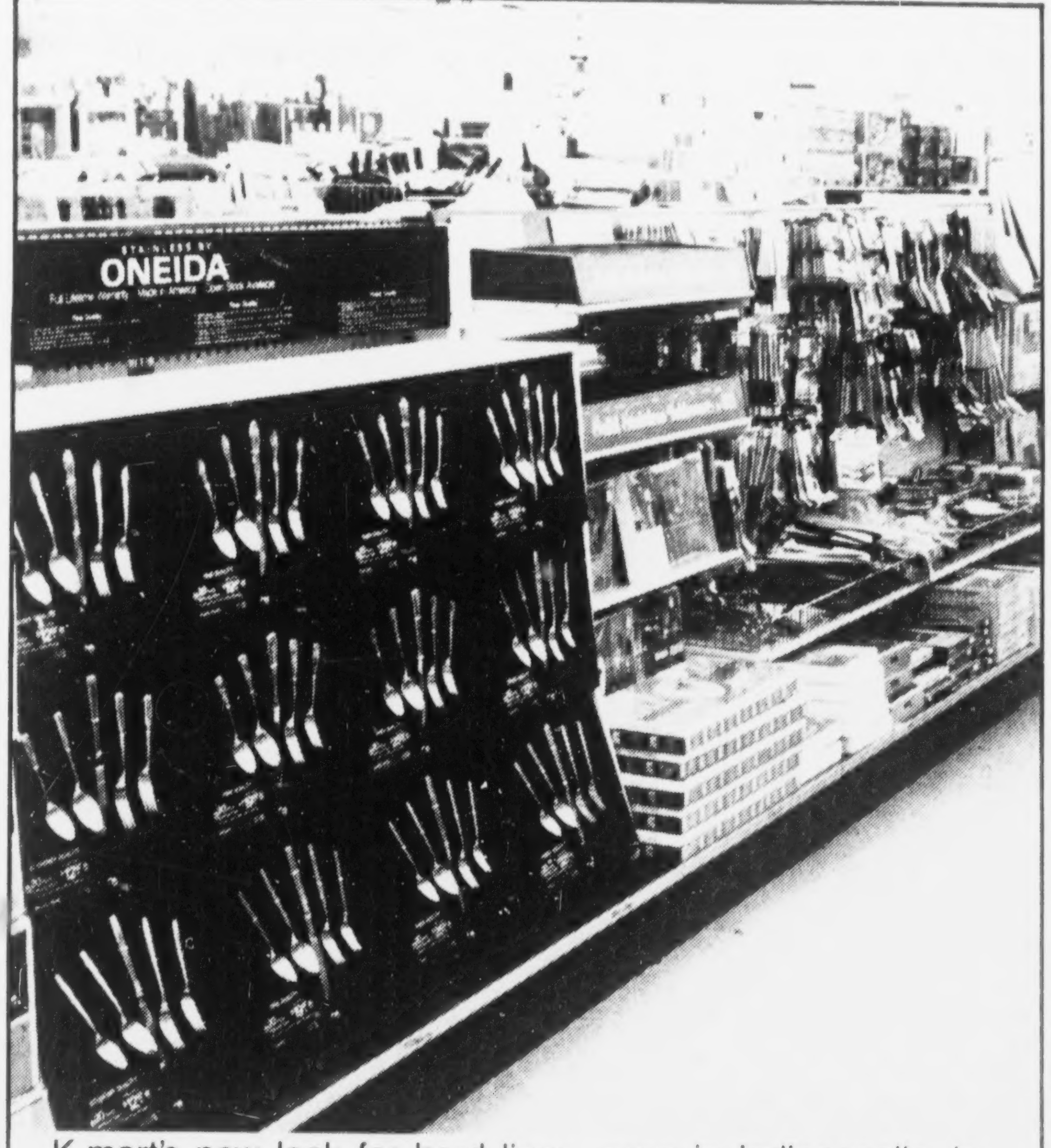
HOUSEWARES



K mart's new look for hard lines, seen in Indianapolis, includes the use of a regular pegboard display for gadgets on the same unit as manufacturers' fixtures for flatware.
(DSN photo)

(Continued from page 21)

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
		CORNINGWARE			
1	—	3-pc French White set	6,157	31.49	193,883.93
2	1	Menu-ette set, Cornflower	10,218	17.99	183,821.82
3	9	Grab-it set	8,116	9.62	78,075.92
4	—	2½-qt French White oval casserole	4,389	16.55	72,637.95
5	3	Sidekick	8,265	7.46	64,342.50
6	10	Microwave set	1,446	40.04	57,897.84
7	—	Kitchen Starter set, spice	1,280	40.04	51,251.20
8	7	Large open roaster, spice	2,639	19.34	51,038.26
9	4	Menu-ette set, spice	1,957	24.29	47,535.53
10	6	Menu-ette set, Wildflower	1,901	24.29	46,175.29
11	2	6-cup teapot, spice	2,899	15.74	45,630.26
12	—	Covered oval casserole, white	6,910	6.56	45,329.60
13	—	Kitchen Starter set, Cornflower	1,282	35.09	44,985.38
14	5	6-cup teapot, Wildflower	2,647	15.74	41,663.78
15	11	Kitchen Starter set, Wildflower	1,007	40.04	40,320.28
		PYREX			
1	1	3-qt Bake dish w basket	8,792	13.04	114,647.78
2	7	3-qt Oblong bake dish	24,310	4.67	113,527.70
3	—	Sprout Farm Kit	9,730	9.62	93,602.60
4	3	2-qt casserole w basket	6,725	13.04	87,694.00
5	4	Bake'N Serve set, Fireside	6,838	12.32	84,244.16
6	9	2-qt Bake dish w basket	9,168	8.36	76,744.48
7	16	3-pc Mixing bowl set, gold	7,162	9.71	69,543.02
8	—	1½-qt casserole w basket, Fireside	9,293	7.46	69,325.78
9	10	1-cup Liquid measure	36,117	1.79	64,649.43
10	19	3-pc Mixing bowl set, Woodland	6,333	9.71	61,493.43
11	14	1-pt Liquid measure	26,302	2.33	61,283.66
12	—	3-pc Mixing bowl set, green	6,308	9.71	61,250.68
13	17	2-qt Oblong bake dish	13,714	4.22	56,863.08
14	—	8" Square cake dish	7,459	7.46	55,644.14
15	20	9" Pie plate	24,433	2.02	49,354.66

(Continued on page 25)

Discount Store News

PMA

7th Annual
Product Movement Audit

Basics Promotions

(Continued from page 21)

The one major exception to this was the exceptionally strong West Coast regional interest in microwave cooking and cookware. While microwave cooking has been gaining adherents in other sections of the nation, it still is strongest on the West Coast, and specialized cookware for use in such appliances captured three of the top 10 spots on the Bacar cookware listing, including No. 2.

This doesn't tell the whole story. The No. 10 item, an Anchor Hocking microwave bacon rack, had the second highest unit movement, while the No. 8 item, a Nordic microwave bacon/meat rack, had the fourth highest.

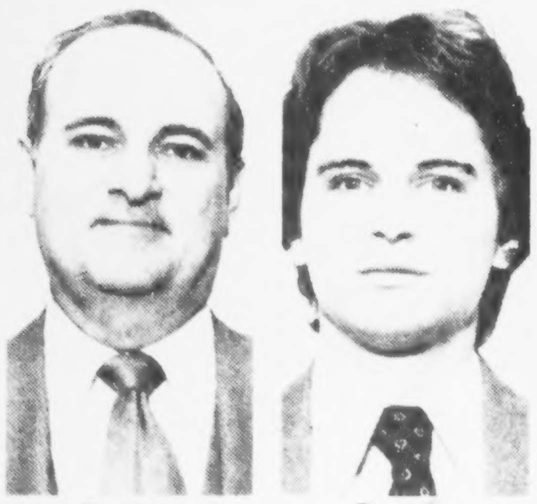
No specialty microwave cookware showed up on HalMar's cookware report. Most Corningware and Pyrex goods, of course, can be used in microwave ovens and this merchandise seems to be favored by consumers in East Coast.

A number of Corningware items are specifically tagged as microwave goods, and the line's microwave set was No. 6 on HalMar's Corningware listing. On the Bacar chart, a microwave browning grill was No. 1 and the microwave set was No. 4.

The strong showing of sets in the glassware list was due to the dual factors of promotions and newness. HalMar's glassware report had 24-pc. sets as the two top items because of their promotability. The Bacar listing had three Libbey sets as new items in the Nos. 3, 12 and 13 places, while a Durand set was a new item in the No. 14 spot.

(Continued on page 25)

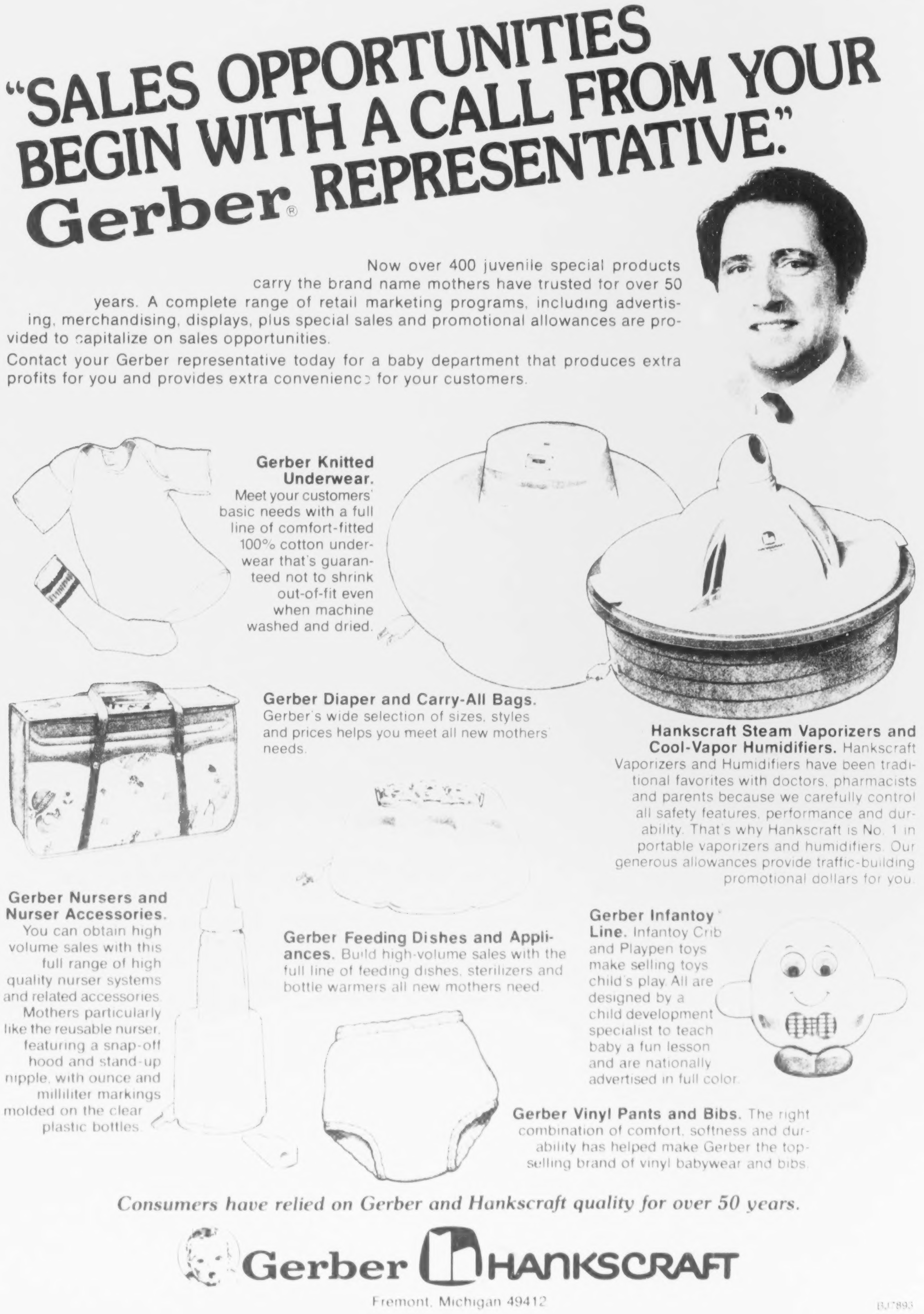
Executive Changes



Bates Beach

Family Dollar Stores, Charlotte, N.C., has promoted **GARY D. BEACH** from program analyst to systems and programming manager. **RONALD G. BATES**, most recently also a program analyst, has been promoted to data processing manager.

Toys "R" Us, Rochelle Park, N.J., has named **VINCENT E. PORTER** vice president and regional director of stores. Porter, with the company in various capacities since 1968, was most recently general manager of the New York metropolitan area. **HOWARD W. MOORE** has been named senior vice president of purchasing.



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Discount Store News

PMA

7th Annual
Product Movement Audit

Basics Promotions

(Continued from page 22)

Gadgets and plastics are perhaps the twc housewares categories for promotions, par excellence. Electric burner bibs and reflector pans captured five places on the Bacar gadgets report as Nos. 2, 3, 4, 10 and 11. They also had the highest unit movement.

Timers are another popular basic, and Rhodes units in white and gold were Nos. 2 and 5 on HalMar's gadget report, while a Lux model was the leader on Bacar's listing.

Plastics are among the most promotable housewares, particularly the larger-sized trash cans and pails. HalMar's listing had a Lustro-Ware 11-qt. heavy duty pail as the top item and a Tucker 22-gal. trash can as No. 13. On the Bacar chart, a Loma 32-gal. can was No. 1, followed by a Tucker 30-gal. can.

Other promotable plastics included a Demand Marketing Sesame Street tumbler, No. 3, at HalMar, and a Flambeau ice pop market as No. 3 at Bacar.

The chemicals portion of cleaning and chemicals comprises prime promotable housewares, with discounters using these highly advertised name brands as price leaders. The key types of cleaners seen on the HalMar PMA are wood, metal and plastic cleaning and polishing chemicals, which captured six listings; floor cleaners and rug cleaners, each with two listings, and specialized chemicals such as a water repellent and a mildew remover, the Nos. 1 and 2 items.

(Continued on page 27)

K mart's California Units to Hit 133

SACRAMENTO, Calif.—With the opening of three more stores in California, K mart will push its count in the Golden State to at least 133, the most in any state.

A 76,000-sq.-ft. K mart will open this spring as part of the expansion of the Peach Tree Mall in Marysville, about 30 miles north of Sacramento.

This fall the chain will anchor community shopping centers opening in Placerville and Brawley, Calif. A 72,000-sq.-ft. store will go into the Prospector's Plaza in Placerville, about 30 miles east of Sacramento.

A scaled-down 55,000-sq.-ft. K mart is scheduled to open in Brawley Plaza in Brawley.

H. J. Wilson Plans Texas Showroom

BATON ROUGE, La.—The H. J. Wilson Company plans to lease and occupy a 40,804-sq.-ft. showroom in the Post Oak Mall in College Station, Tex.

Wilson will anchor the mall along with Sears and Dillard's Department Stores. Wilson presently operates 51 showrooms in the Sunbelt.

HOUSEWARES

These housewares figures, for calendar 1980, were supplied by Bacar, distributors, San Jose, Calif., and cover 1,300 stores, including 200 discount department stores on the West Coast. Average retail prices reflect typical price points for discount clients.

TABLETOP

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	3	Expressions 20-pc set, Wildflower	6,918	63.09	436,456.62
2	1	Expressions 20-pc set, Indian Summer	4,869	63.09	307,185.21
3	5	Corelle 20-pc set, white	6,515	36.82	239,882.30
4	4	Corelle 20-pc set, gold	6,042	38.77	234,248.34
5	2	Expressions 20-pc set, Meadow	3,484	63.09	219,805.56
6	6	Corelle 20-pc set, green	5,485	38.77	212,653.45
7	7	Corelle 20-pc set, Woodland	5,399	38.77	209,319.23
8	8	Corelle 20-pc set, blue	3,505	38.77	135,888.85
9	10	Expressions 20-pc set, Batik	1,930	63.09	121,763.70
10	—	Expressions 20-pc set, Strawberry	1,135	63.09	71,607.15
11	15	Royal China 20-pc set, Woodland Magic	1,681	36.00	60,516.00
12	11	Royal China 20-pc set, Sussex	1,491	36.00	53,676.00
13	—	Dimensions IV 16-pc set, Cinnamon	1,126	38.98	43,891.48
14	12	Royal China 20-pc set, Santa Fe	1,116	36.00	40,176.00
15	18	Corelle large plate, white	3,948	9.14	36,084.72

GLASSWARE

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	3	Libbey, 24-pc set, Chivalry	4,131	26.55	109,678.05
2	1	Libbey, 6½-oz tall wine, Citation	14,423	5.94	85,672.62
3	—	Libbey 12-pc set, Spirits & Ale	3,192	18.90	60,328.80
4	2	Libbey, 6½-oz red wine, Citation	9,645	5.94	57,291.30
5	—	Anchor Hocking 24-pc set, Nwprt gld	3,122	17.91	55,915.02
6	8	Libbey, 10-oz goblet, Citation	9,360	5.94	55,598.40
7	4	Libbey, 11-oz white wine, Citation	8,642	6.03	52,111.26
8	—	Anchor Hocking 24-pc st, Nwprt Crystl	2,786	17.91	49,897.26
9	—	Wheaton 1-gal Sun Tea jar w lid	10,415	4.14	43,118.10
10	5	Libbey 12-oz red wine, Citation	6,813	6.03	41,382.39
11	20	Libbey 5-gal crystal pig	1,424	28.80	41,011.20
12	—	Libbey 12-pc set, Crystal Chateau	1,770	22.05	39,028.50
13	—	Libbey 24-pc set, Tawny Tropical	1,248	27.90	34,819.20
14	—	Durand 24-pc set, Lancer	1,646	21.15	34,812.90
15	7	Libbey 6½-oz sherbert, Citation	5,625	5.94	33,412.50

COOKWARE

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	—	Farber 15-pc set	1,619	143.99	233,119.81
2	—	Nordic Micro-Go-Round	4,770	47.69	227,481.30
3	11	Wear-Ever Prfd 10" chf fry pn, SlvrStn	19,504	10.34	201,671.36
4	3	Gen Hsewres Granitware 21-qt canr	7,302	19.35	141,293.70
5	12	Regal 10" skillet, SilverStone	13,692	9.88	135,276.96
6	4	Melitta 10-cup drip coffeemaker	16,552	8.09	133,905.68
7	2	Revere 2⅓-qt whst teaktl, cop-btm	7,594	17.55	133,274.70
8	—	Nordic Microware bacon meat rack	15,938	7.64	121,766.32
9	—	Wear-Ever Prfd 8" chf fry pn, SlvrStn	14,274	8.09	115,476.66
10	—	Anchor Hocking microwave bacon rack	18,253	6.02	109,883.06
11	—	Revere 6-cup teakettle, cop-btm	5,945	15.75	93,633.75
12	—	Revere 1-qt saucepan, cop-btm	5,407	17.10	92,459.70
13	—	Revere 3½-qt teakettle, cop-btm	4,145	18.00	74,610.00
14	7	T-Fal 10¼" fry pan, Rouge	4,943	14.84	73,354.12
15	—	Republic Micro-ette 5-qt corn popper	5,292	11.69	61,863.48

GADGETS

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	—	Lux timer, Minute Minder	9,595	6.28	60,256.60
2	3	Range Kleen 8" reflector pan, GE	23,872	1.80	42,969.60
3	10	E-Z Foil electric burner bibs	22,607	1.88	42,501.16
4	5	Range Kleen 6" reflector pan, GE	28,192	1.35	38,059.20
5	—	Swing-A-Way hand can opener, gold	10,021	3.77	37,779.17
6	—	Grayline 4 loop plate rack	14,076	2.33	32,797.08
7	16	Grayline jumbo shelf	8,246	3.95	32,571.70
8	20	E-Z Foil oven liner	16,681	1.88	31,360.28
9	13	Bromwell large grater, stainless	8,716	3.50	30,506.00
10	19	Range Kleen 6" reflector pan	22,482	1.35	30,350.70
11	18	Range Kleen 8" reflector pan	16,685	1.80	30,033.00
12	4	Swing-A-Way hand can opener, choc	7,718	3.77	29,096.86
13	—	Ekco 7-pc tool set, Country Cupboard	2,704	10.35	27,986.40
14	17	Foley nylon baster	22,312	1.25	27,890.00

(Continued on page 27)

Panasonic
You shouldn't have a warehouse clearance when you're not having a sale.

Every day is "sale day" to a thief. But not if you're keeping a close watch on things. And with Panasonic Closed Circuit TV (CCTV) you can.

Whether you're running a national chain or a single store, Panasonic has the CCTV equipment you need to deter a thief—or catch him.

For example: Not one, but six vidicon cameras with more than enough sensitivity for most surveillance needs. Where even more sensitivity is needed, six Newvicon® cameras, that can virtually see in the dark. So thieves can't rob you blind.

But a camera is only as good as its monitor. And with Panasonic, you get a picture that looks just like the real thing, whichever model you choose. From 5" up to 19," measured diagonally.

Still, there's more to Panasonic CCTV than meets the eye: Everything from remote control boxes to pan/tilt mechanisms that let you follow a thief without getting out of your chair. To time-lapse video tape recorders that let you record up to 108 hours and scan it in a single hour.

Fill out the coupon now and get the goods on a Panasonic CCTV System before thieves get the goods from you.

Panasonic.
just slightly ahead of our time.

Panasonic Company, Video Systems Div., Dept. DSN-481
One Panasonic Way, Secaucus, N.J. 07094
Send me more information on Panasonic CCTV.
Name ______ Title ______
Store ______
Address ______
City ______ State ______ Zip ______
Area Code ______ Phone Number ______
In Canada, contact Panasonic Video Systems Department, Mississauga, Ontario

Discount Store News

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Basics Promotions

(Continued from page 25)

The category can also be used as a source of higher-ticket sales, as is evident from the items that made the Bacar audit. These include sponge mops and national brand brooms, all of which carried average retails in the $6-$11 range.

Bath shop is another category where sales of step-up merchandise go hand in hand with $1-$3 basic towel bars, toilet tissue holders and hooks.

In the Bacar report, the bigger-ticket items included three Borg scales, a Grayline large shower caddy and a Selfix portable wall and hand shower.

The last-named item also was one of four higher-priced bath products on HalMar's report. The other three were Magnolia toilet seats.

Fashion trends are a key interest in Rubbermaid. Both PMAs point up the overwhelming impact that chocolate and almond have made in this category. Almond accounted for eight items and chocolate four on the Bacar report. The scorecard for HalMar was five chocolate and two almond, with gold still showing strength in East Coast markets and accounting for five places.

Rubbermaid is often featured as a promotion, with the recognition of the brand name helping to capture higher prices in ads. At the same time, discounters have used the brand as the trade-up for large-size trash cans. HalMar had a 20-gal. container with an average $13.49 retail as No. 1 on the

(Continued on page 28)

Executive Changes

Two buyers have joined Ann & Hope's merchandising division. **JEFFREY M. ZASLAW** is domestics buyer. He previously held buying positions in domestics, luggage and sporting goods at Bradlees. **MICHAEL A. MAINO** is hardware buyer. He was previously hardware/paint/home improvement buyer for King's.

JAMES T. HALE has been named senior vice president, general counsel and secretary of Dayton Hudson. He leaves General Mills, where he was vice president, control and administration, for the restaurant and consumer nonfood business. Prior to that, Hale practiced law for 13 years.

LUCILLE STODDARD, a Caldor store manager, has been promoted to regional store supervisor overseeing a group of Connecticut units. Stoddard joined the company in 1976 as a department manager in ladies' wear, after completing the Caldor executive training program.

HOUSEWARES

(Continued from page 25)

PLASTICS

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	7	Loma 32-gal trash can, avocado	9,109	12.59	114,682.31
2	1	Trucker 30-gal garbage can	8,621	11.68	100,693.28
3	4	Flambeau ice pop maker	21,504	1.78	38.277.12
4	3	Republic 1-qt uprite Freezette set	12,342	2.69	33,199.98
5	2	Frigidaire ice cbe tray	15,935	1.97	31,391.95
6	5	Repblic 1-pt uprite Freezette set	10,739	2.69	28,887.91
7	6	Repblic 1½-pt uprite Freezette set	9,648	2.69	25,953.12
8	8	Arrow 16-oz tumbler, Rainbow	38,924	0.62	24,132.88
9	11	Republic 2-qt Freezette refrig bottle	12,231	1.43	17,490.33
10	13	Repblic 12-oz uprite Freezette	6,396	2.69	17,205.24
11	—	Republic 1½-gal uprite Freezette	10,397	1.61	16,739.17
12	15	Republic 2½-pt flat Freezette	10,651	1.52	16,189.52
13	16	Republic 6½-pt flat Freezette	2,034	7.37	14,990.58
14	—	Dial midget ice cube tray	9,589	1.52	14,575.28
15	—	Lustro 4-pc bowl w/cover set, white	3,858	3.77	14,544.66

CLEANING & CHEMICALS

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	—	Roll-O-Matic sponge mop	10,594	10.40	110,177.60
2	—	O-Cedar Angler broom	13,334	6.13	81,737.42
3	3	National corn broom, economy	20,470	3.86	79,014.20
4	1	Mop-A-Matic sponge mop	6,347	10.26	65,120.22
5	—	O-Cedar Light & Easy sponge mop	8,748	6.13	53,625.24
6	—	O-Cedar sponge mop, power strip	5,355	8.10	43,375.50
7	6	Quickie automatic sponge mop	6,325	6.74	42,630.50
8	2	Magla latex gloves, medium	31,297	1.16	36,304.52
9	—	Roll-O-Matic refill sponge	8,220	3.76	30,907.20
10	7	Ballanoff copper dustpan	20,281	1.52	30,827.12
11	—	Kellogg Capt Hook angle broom	7,331	3.86	28,297.66
12	19	National corn broom, janitor	3,451	8.09	27,918.59
13	—	National corn broom, thrifty	5,346	5.12	27,371.52
14	18	Gem deluxe sponge mop w/scrub	4,265	6.29	26,826.85
15	—	National corn broom, 100% corn	3,631	7.19	26,106.89

BATH SHOP

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	Grayline large shower caddy	25,418	5.12	130,140.16
2	2	Grayline shower caddy	11,553	3.14	36,276.42
3	3	Selfix shampoo spray	12,186	1.97	24,006.42
4	—	Borg scale, Futura, brown	1,692	13.94	23,586.48
5	—	Borg scale, Futura, white	1,655	13.94	23,070.70
6	—	Borg scale, Futura, gold	1,637	13.94	22,819.78
7	6	Kellogg bowl brush, plastic	19,374	0.98	18,986.52
8	—	Empire sponge bath brush	4,562	2.87	13,092.94
9	—	Empire bowl brush, wood handle	12,465	0.98	12,215.70
10	7	Selfix portable wall hand shower	1,110	8.99	9,978.90
11	—	Lola Nuvo deluxe bowl brush	5,154	1.79	9,225.66
12	—	Empire bath brush sponge	3,880	2.33	9,040.40
13	19	Kellogg bath brush, nylon	6,201	1.43	8,867.43
14	—	Empire super bowl brush	6,324	1.34	8,474.16
15	—	3M bath kitchen rect brush	3,182	2.33	7,414.06

RUBBERMAID

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	—	Ice cube tray	74,666	0.88	65,706.08
2	1	32-gal Roughneck can, chocolate	2,805	23.36	65,524.80
3	2	32-gal Roughneck can, avocado	2,628	23.36	61,390.08
4	—	12" Slide-ot drawer, almond	6,534	8.95	58,479.30
5	—	16" Slide-ot drawer, almond	5,520	9.85	54,372.00
6	6	Clean-up caddy, almond	11,614	4.48	52,030.72
7	13	10¾"-hi rectang laundry basket, choc	8,722	5.21	45,441.62
8	—	Single turntable, almond	19,487	2.24	43,650.88
9	—	Wrap & bag organizer, almond	9,341	4.48	41,847.68
10	19	30-gal Roughneck can, choc	1,777	23.36	41,510.72
11	—	Twin turntable, almond	10,754	3.86	41,510.44
12	20	15"-hi wastebasket, choc	9,461	4.31	40,776.91
13	—	Storage turntable, almond	5,896	6.74	39,739.04
14	—	Turntable, almond	7,704	4.94	38,057.76

(Continued on page 28)

NOBODY COVERS AMERICA'S WORK FORCE LIKE BIG BEN®

No other brand of work clothes comes up to the Big Ben standard of quality—in materials or construction. That's why America has been sold on Big Ben since 1915. And to help you sell your customers and keep them sold, we offer you a complete line in a wide range of colors.

And we back up every garment with a full one-year warranty. Nobody else puts that much confidence behind their label. But then, nobody else has the Big Ben name to live up to. For the fastest, most convenient way to order Big Ben work clothes, call our toll free number: **800-334-0803**

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HOUSEWARES

Bulk plastics show different faces in Caldor, Providence, R.I. The items are nested inside each other but smaller goods are facing up, while larger items are on their side. *(DSN photo)*

(Continued from page 27)

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
		CORNINGWARE			
1	6	Microwave browning grill	5,714	25.23	144,164.22
2	5	Kitchen starter set, Wildflower	2,333	44.42	103,631.86
3	1	Kitchen starter set, Spice	2,201	44.42	97,768.42
4	8	Microwave set	1,875	44.38	83,212.50
5	—	French White 3-pc set	3,240	23.58	76,399.20
6	16	Grab "4" It set	3,356	20.30	68,126.80
7	2	Grab-It set	5,768	10.69	61,659.92
8	7	Menu-ette set, Spice	2,150	26.98	58,007.00
9	17	Cook's Choice set, Wildflower	915	62.83	57,489.45
10	9	Menu-ette set, Wildflower	2,124	26.98	57,305.52
11	11	6-cup Teapot, Spice	3,242	17.38	56,345.96
12	15	2½-qt Casserole, Spice	2,830	19.78	55,977.40
13	3	Sidekick	6,806	8.17	55,605.02
14	19	Casser-ette	7,276	7.59	55,224.84
15	12	3-qt Saucepan, Spice	2,650	20.53	54,404.50
		PYREXWARE			
1	1	3-qt Oblong dish	37,563	5.27	197,957.01
2	—	Spout farm kit	11,803	9.61	113,426.83
3	2	2-qt Oblong bake dish	18,770	4.68	87,843.60
4	4	1-cup Liquid measure	38,776	2.03	78,715.28
5	3	3-qt Utility dish w basket	4,896	14.41	70,551.36
6	17	8" Square cake dish	16,447	3.88	63,814.36
7	14	1-pt Liquid measure	22,826	2.53	57,749.78
8	6	6-oz Custard cup, 4 pk	16,501	3.11	51,318.11
9	—	3-pc Casserole set, Autumn Harvest	2,981	16.11	48,023.91
10	—	2-liter Juice jug	15,693	2.91	45,666.63
11	11	10-oz Deep pie dish	10,341	4.10	42,398.10
12	15	2-qt Serving pitcher	4,782	8.56	40,933.92
13	—	4-pc Bowl w lip set, Autumn Harvest	2,453	14.99	36,770.47
14	13	2-qt Utility dish w basket	2,452	14.41	35,333.32
15	—	9-pc Starter set	2,019	16.93	34,181.67

PMA

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Product Movement Audit

Basics Promotions

(Continued from page 27)

Rubbermaid list, while Bacar had two 32-gal. Roughneck cans, $23.36 average retail, as Nos. 2 and 3 and a 30-gal., at the same average retail, as No. 10.

Corningware, tabletop and Pyrex are three categories where new items spark sales. Corningware's French White look is the line's newest fashion, and a 3-pc. set was No. 1 on HalMar and No. 5 on Bacar. a 2½-qt. French White casserole also scored as No. 4 on the HalMar audit.

The hot new item in Pyrex was the Sprout Farm kit, No. 2 on Bacar and No. 3 on HalMar. The manufacturer's TV effort helped to boost sales.

Dimensions IV was the new dinnerware offering from Corning Glass and all three designs made the HalMar tabletop listing, as Nos. 9, 11 and 12.

The Bacar report only had Dimensions IV in Cinnamon as the No. 13 item.

The more informal lifestyle of West Coast residents resulted in the tabletop report from Bacar showing a greater assortment of designs than the HalMar listing. The goods found only on Bacar are three different sets from Royal China as Nos. 11, 12 and 14.

Tabletop merchandise, overall, carry the highest tags of any housewares traded in the PMAs. But these items are also regularly used as promotions; discounters and other retailers use this fashion merchandise to draw shoppers.

May and Prudential Form Joint Venture

ST. LOUIS—May Department Stores and the Prudential Insurance Co. of America have finalized their agreement to form a partnership in certain regional shopping centers formerly owned and operating by May Centers, a wholly owned subsidiary of May.

The aftertax gain to May resulting from the transaction is estimated to be $9 million, or 30¢ per share, and will be reflected in May's fourth-quarter and full-year 1980 financial statements.

The transaction finalizes the agreement on five of the major regional shipping centers—Westland in Denver, and South County, West County, Northland and St. Clair Square in the St. Louis area. Finalization on a sixth center, Laurel Plaza in Los Angeles, is expected later this year.

Executive Changes

Duckwall-ALCO, Abilene, Kan., promoted **THOMAS TOLWORTHY** to district manager. He will be based in Lamesa, Tex., and will be responsible for the ALCO discount stores in north central Texas.

Nobody gives you more ways to sell the baby products customer than Dundee does.

Dundee
Nature Trails

Introducing "Nature Trails."™ Dundee's newest line of nursery coordinates.

Now. Two great designs.
Nobody makes a fuller line of nursery coordinates than Dundee. And now that we're adding the appealing "Nature Trails" design to our selection, you have two great Dundee designs. And that means more ways to sell the expectant mother or gift buyer than ever before.

Dundee sales add up. And up.
Dundee helps you turn a $5.00 crib sheet customer into a $56.50 sale. Because only Dundee Coordinates include everything from crib sheets to diaper stackers. From receiving blankets to bibs. From hooded bath towels to washcloths. And more. Dundee Coordinates mean more impulse sales, more multiple sales.

Four million new customers every year.
It's estimated that four million babies will be born in 1981. And they'll all be needing what you're selling. Don't miss your share of this market. Add "Nature Trails" to your ™ displays of "Country Sunshine"™ coordinates. And watch your sales add up.

Dundee®
"We're soft on babies."®
Dundee Mills, Inc., Baby Products Division, 111 West 40th Street, New York, NY 10018

ELECTRIC HOUSEWARES

These electric housewares figures, for calendar 1980, were supplied by Myron Nickman, distributors, a division of Cook United, Maple Heights, Ohio, and cover 900 stores, including 125 discount stores in the Midwest. Average retail prices reflect typical price points for discount clients.

STYLER/DRYERS

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	Gillette 1000W Supermax 2	3,754	19.99	75,042.46
2	6	Conair 1000W Pro Dryer	4,145	13.66	56,620.70
3	16	Gillette 1200W Supermax	2,080	22.81	47,444.80
4	14	Norelco 1000W Gotcha Gun	3,715	11.71	43,502.65
5	—	Northern 1200 Compact	4,913	8.83	43,381.79
6	2	Conair 1200W Pro Styler w brush	1,942	22.18	43,073.56
7	—	Conair 1250W Vagabond	2,531	16.63	42,090.53
8	17	Northern 1200W	3,944	10.50	41,412.00
9	12	Northern 100W	3,236	11.96	38,702.56
10	3	Conair 1200W Pistol Power	2,751	12.41	34,139.91
11	4	Windmere 1250W Boss	2,294	13.14	30,143.16
12	—	Gillette 1300W Supermax Pro	1,344	18.15	24,393.60
13	—	Northern 1200W folding mini dryer	1,799	10.36	18,637.64
14	7	Clairol 1200W One-For-The-Road	916	20.15	18,457.40
15	14	Norelco 1200W Gotcha Gun	1,263	14.29	18,048.27
16	11	Gillette 1400W Supermax Pro	625	21.48	13,425.00
17	10	Sunbeam 1200W Win-Aire	912	12.93	11,792.16
18	15	Clairol 1200W Shoot the Breeze	598	17.45	10,435.10
19	8	Clairol 1200W Son of a Gun	277	20.81	5,764.37
20	18	Windmere 1200W Dry Baby	418	12.04	5,032.72
21	5	Shetland 1200W Pony Pro	128	9.56	1,223.68
		TOTALS	43,585		622,764.06

CURLING WANDS

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	–	Clairol Crazy Brush	5,066	14.16	71,734.56
2	5	Clairol Crazy Curl	4,082	12.09	49,351.38
3	12	Northern Pro Styling Brush	7,181	6.86	49,261.66
4	2	Gillette Body & Curl	3,246	14.74	47,846.04
5	8	Norelco Wave Maker	3,563	12.38	44,109.94
6	—	Conair Curling Brush	4,108	8.73	35,862.84
7	11	Norelco Curl Q	3,199	10.35	33,109.65
8	3	Windmere Pretty Curl	3,368	5.58	18,793.44
9	—	Northern Pro iron, chrome	3,662	4.79	17,540.98
10	13	Dallas Hot Pick	1,393	11.43	15,921.99
11	—	Georgie Curling Brush	1,589	7.79	12,378.31
12	4	Gillette Super Curl compact	698	13.39	9,346.22
13	—	Gillette Super Curl	830	10.74	8,914.20
14	—	Dallas Hot Brush	600	10.41	6,246.00
15	14	Conair Curls 'N Curls	1,231	5.04	6,204.24
16	—	Windmere The Dry Iron	1,069	4.28	4,575.32
17	1	Windmere Curling Brush	298	8.25	2,458.50
18	—	Windmere Kwik Kurl Wonder Bar	635	3.81	2,419.35
		TOTALS	45,818		436,074.62

DRIP COFFEEMAKERS

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	North Amer Mr Coffee 12-cup w saver	10,689	41.93	448,189.77
2	5	Norelco 10-cup Dial-A-Brew	14,207	23.90	339,547.30
3	4	Proctor-Silex 10-cup	12,015	19.94	239,579.10
4	3	North Amer Mr Coffee 10-cup	5,612	24.90	139,738.80
5	—	North Amer Mr Coffee 10-cup, almond	4,597	29.43	135,289.71
6	—	North Amer Mr Coffee 10-cup w saver	1,938	39.88	77,287.44
7	—	Norelco 12-cup Dial-A-Brew II	1,689	36.48	61,614.72
8	—	Hamilton Beach 12-cup	1,907	21.49	40,981.43
9	7	Norelco Express 4-cup	1,199	21.11	25,310.89
10	12	Hamilton Beach Mini-Drip	1,550	16.29	25,249.50
11	9	Regal 4-cup mini-drip	509	15.84	8,062.56
		TOTALS	55,912		1,540,851.22

STAND MIXERS

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	Sunbeam w/dough hook, white	406	77.53	31,477.18
2	2	Waring 6-speed, 2-way, white	1,445	20.60	29,767.00
3	—	Hamilton Beach 9-sp w/dough hook	130	49.71	6,462.30
4	—	Waring 12-speed	231	23.21	5,361.51
5	3	Hamilton Beach 12-sp, stainless bowl	128	33.39	4,273.92
		TOTALS	2,340		77,341.91

(Continued on page 32)

Discount Store News

PMA

7th Annual Product Movement Audit

Specialty Items, Curling Wands, Drips Touted

Drip coffeemakers, specialty electrics and curling wands are seen as three of the stronger electric housewares this year due to extensive rebates, the successful introduction of new models and sharp competition among manufacturers.

Weaker sales of food processors and toasters are expected to become more evident this year. Market maturity and the attendant leveling off of demand will be the key factor for slower growth of food processors, while heightened interest in toaster-ovens will result in lower movement for toasters.

Electric housewares dollar sales, overall, will remain strong despite a further separation of the market into (a) lower-priced basics that are often used as promotional items and (b) step-up goods that feature electronic controls and European designs as justification for the higher tickets.

Electrics will continue to be used as a traffic-building category, with retailers heightening efforts to promote hot items and brands at just under $10 and $20 for maximum ad impact. This means tighter inventories and fewer sku's, with discounters relying on a faster turnover from a basic mix producing the greater number of gross profit dollars needed to offset sharper promotions.

A number of trends evident in the electric housewares Product Movement Audit for 1980 reported by Myron Nickman Distributors indicate the shape of the small-appliance market this year.

The 11 drip coffeemakers on the report, for example, had the highest unit and dollar movement of any small electric. In the 1979 PMA, 13 models had a lower total unit and dollar movement.

The 20,247 jump in unit movement and $562,012.88 rise in dollar movement denote the explosive increase in demand for drip coffeemakers. The top seller in both units and dollars was a 12-cup-with-saver model, a new unit that also carried the highest average retail.

None of the electronic-control models introduced late last year made the 1980 audit, but they are expected to help spark continued interest in drip coffeemakers this year. Also aiding sales will be the extensive rebates offered by manufacturers, which will help retailers promote lower-priced models in ads at a final price of under $20.

Specialty electrics had the fourth highest total unit movement but ranked second in total dollar movement. The category's strength—up 6,849 in units and $372,009.93 in dollars—was due to hot-air popcorn makers which have suc-

(Continued on page 32)

Hart has a grate new idea!

It's the Interlok...a heavy-duty steel-beam fireplace grate that's actually energy-efficient.

Energy efficient? You bet. The Interlok has a special steel-mesh liner that can save your customers money.

How? By separating the dead ashes from the live embers...and by keeping those embers and unburned pieces of wood or coal up with the rest of the fire until it all burns completely. But the big advantage to you is the fact that the Interlok comes in a box.

Why? Because that hard-selling box stacks so well on your gondola... and allows you to put almost four times as many grates in the same space.

And it comes to you completely palletized for easy handling...no burrs, no banding, no bull.

So get the new Interlok grates from Hart.

Advertise their unique energy-saving feature...and watch them move.

HART™

Hart Fireplace Furnishings
2549 Charlestown Road
New Albany, Indiana 47150
812-944-7723
Division of
S&T Industries.

ELECTRIC HOUSEWARES

(Continued from page 30)

HAND MIXERS

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	Hamilton Beach 3-speed, gold	8,530	11.13	94,938.90
2	5	Hamilton Beach 5-speed w case, almond	1,533	18.63	28,559.79
3	4	Waring 6-speed, white	1,770	13.13	23,240.10
4	3	Sunbeam 3-speed, white	1,910	11.24	21,468.40
5	2	Sunbeam 5-sp, Burst of Power, white	968	22.05	21,344.40
6	—	Hamilton Beach 3-speed, white	1,719	10.84	18,633.96
7	—	Waring 6-speed, almond	544	12.15	6,609.68
8	—	Moulinex 3-speed, w dough hooks	220	22.15	4,873.00
9	—	Waring 12-speed, almond	144	15.05	2,167.20
10	—	Betty-G 5-speed, white	180	9.99	1,798.20
11	7	Waring 12-speed, gold	116	14.93	1,731.88
		TOTALS	17,634		225,365.51

CAN OPENERS

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	7	Rival, almond	7,012	10.60	74,327.20
2	3	Rival w knife sharp, almond	3,740	12.25	45,815.00
3	4	Waring w knife sharp, gold	2,433	13.68	33,283.44
4	1	Rival Slimline w knife sharp, white	1,551	14.38	22,303.38
5	—	Dazey	2,060	9.10	18,746.00
6	—	Rival w knife sharp, white	1,221	11.68	14,261.28
7	2	Rival w knife sharp, gold	780	12.26	9,562.80
8	9	Rival gold	895	10.35	9,263.25
9	6	Oster, white	377	16.74	6,310.98
10	5	Betty-G w knife sharp, white	385	9.73	3,746.05
		TOTALS	20,454		237,619.38

IRONS

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	Proctor-Silex steam	6,871	12.84	88,223.64
2	2	Sunbeam promotional self-clean	1,605	22.51	36,128.55
3	2	Sunbeam self-clean	993	28.54	28,340.22
4	6	Proctor-Silex steam spray	1,710	15.41	26,351.10
5	10	Sunbeam promotional steam iron	1,946	12.63	24,577.98
6	—	Proctor Silex Lady Light spray steam	373	53.56	19,977.88
7	7	Hamilton Beach Smart iron	572	28.03	16,033.16
8	9	Struhl travel iron	2,165	5.94	12,860.10
9	12	Hamilton Beach Speed-O-Light II	627	16.46	10,320.42
10	4	Proctor-Silex steam spray, self-clean	463	19.58	9,065.54
11	8	Sunbeam Today iron	174	20.51	3,568.74
		TOTALS	17,499		275,447.33

TOASTERS

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	Proctor-Silex 2-slice, promo	7,011	12.35	86,585.85
2	2	Toastmaster 2-slice, almond	4,732	12.85	60,806.20
3	4	Proctor-Silex 4-slice, promo	2,176	18.64	40,560.64
4	5	Toastmaster 4-slce, dual cntrl, wd tone	1,054	29.46	31,050.84
5	—	Toastmaster 4-slice	1,150	21.66	24,909.00
6	3	Proctor-Silex 2-slice, pastry	1,410	16.58	23,377.80
7	—	Proctor-Silex 2-slice The Breadmates	1,200	3.44	16,128.00
8	6	Proctor-Silex 4-slice, pastry	330	24.10	7,953.00
		TOTALS	19,063		291,371.33

BLENDERS

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	3	Hamilton Beach 7-speed, almond	3,891	19.58	76,185.78
2	1	Oster 10-speed	1,848	25.15	46,477.28
3	—	Waring 14-speed, almond	1,939	22.93	44,461.27
4	7	Hamilton Beach 14-sp Blndr Plus, gold	1,088	29.00	31,552.00
5	—	Waring, 8-speed, Titan	1,292	20.04	25,891.68
6	5	Waring 15-button, white	501	26.41	13,231.41
7	6	Oster 10-speed, glass bowl	201	29.16	5,861.16
		TOTALS	10,760		243,660.58

(Continued on page 52)

Discount Store News

PMA

7th Annual
Product Movement Audit

Curling Wands, Drips Touted

(Continued from page 30)

cessfully replaced hamburger makers as the hot specialty appliance—and have done so while maintaining their original retail prices and avoiding the footballing that marked the merchandising of hamburger cookers.

Promotional use of popcorn makers has been more restrained, centering on name brands that are easily returned to the basic mix, unlike hamburger makers where off-brands, closeouts and imports were extensively used for promotions and where remainders had to be even further cut in price to sell out.

Specialty electrics' strength also reflects the steady demand for ice cream makers and mini-fast fryers which are year-round gifty items in the $15-$25 range.

Curling wands registered the second highest total unit movement on the PMA and were fourth in total dollar movement. The category's strong showing reflected the broad consumer acceptance of curling brushes as a new hair care appliance—and discounters' use of this item in promotions throughout the year, with special emphasis at such gift-giving periods as Mother's Day, Back-to-School and Christmas. The curling brushes are usually featured at under $15 in ads, with the older curling wands promoted at under $10 and even under $5.

Curling wands had only a 1,837 increase in unit movement, but total dollars were up $37,405.43 due to the higher average retail of the newer curling brushes.

Styler/dryers actually had less total unit and dollar movement on the 1980 annual PMA compared with the previous one. But, the category continued to be among the leading appliances—third highest in unit and dollar movement—due to its basic consumer appeal as the prime hair care appliance, and extensive use in promotions. Unit movement fell 5,769 units, while dollars were off $96,930.87.

The slowdown in food processor action was seen in the 809 fewer units and $63,995.55 drop in dollar movement, the latter decline denoting the lower retail price due to sharper manufacturer competition.

Discounters have regularly promoted food processors and the low ad prices plus rebates have seen units tagged with a final price of under $40.

Manufacturers have introduced newer models this year in an effort to maintain their market shares in the face of competition and to capture higher dollar sales.

Toaster movement went up 372 units, but dollar movement was off $3,495.40 as retail prices declined to generate

(Continued on page 52)

Rechargeables. The now generation in profitable power.

Revolutionary GE Rechargeable Batteries can save your family hundreds of dollars
rechargeable nickel-cadmium battery

The General Electric Rechargeable Battery System. Made for many of today's battery-powered electronic devices—and right for you with:
- Higher gross margins per sale than throwaway batteries.
- Repeat sales—1 charger can pull through 8 battery sales in a year.
- Average annual profits, in one case, as high as $11,985/sq. ft*

A program with PULL

National print—full color, full page ad with $3 REBATE COUPON. Informing, educating, motivating your customers in major national magazines—over 18,000,000 coupons in the 4th quarter.

Money
Redbook
Better Homes
Journal
Newsweek

$3 Consumer REBATE

$1 off on each charger, each module with batteries and each battery package:
- In national print, pulling customers into your store.
- At POS on the new pre-pack display.
- In new ad slicks for peak selling season co-op.

TV—410,000,000 adult impressions

GE Rechargeables will be featured on America's most popular nighttime TV game shows.

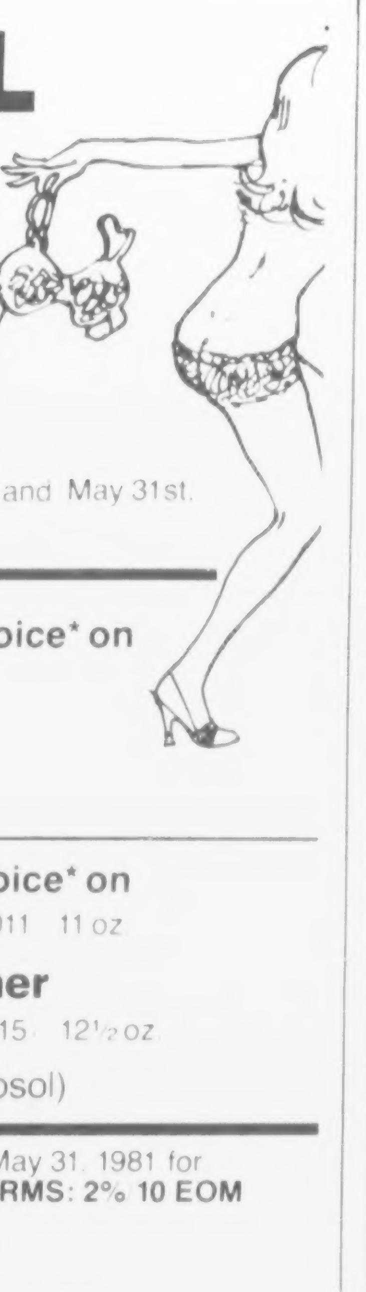
The NOW battery means PROFITS

General Electric is building customer loyalty to GE Rechargeable Batteries. Telling America GE has a simple, convenient alternative to throwaways. Establishing brand preference with exclusive features like our Double Charger. BE READY to profit. One West Coast mass merchandiser reported estimated annual profit per square foot averaging $11,985.* This can become even more impressive with the impact GE's complete new program is generating. GE Rechargeable Batteries. Today's profitable alternative to throwaway batteries.

- New pre-pack merchandiser displays
- A great new co-op radio jingle and ad slick program
- Multi-million impression PR campaign...and more!

We bring good things to life.

GENERAL ELECTRIC



It's the BARDAHL® summer TAKE IT OFF offer!

Take 15%-20% right off the top of the invoice

(Depending on product) if ordered between April 15th and May 31st, 1981, for immediate shipment

TAKE OFF 15%

Take 15% off the invoice* on

BARDAHL Fuel Saver
#3011 12 oz.

TAKE OFF 20%

Take 20% off the invoice* on

BARDAHL #5011 11 oz
Carburetor Cleaner
BARDAHL #5115 12½ oz
Carb 'Choke (Aerosol)

***REMEMBER**–You must order between April 15 and May 31, 1981 for immediate shipment **TERMS: 2% 10 EOM**

100% CO-OP

Contact your BARDAHL representative today, or write or call collect to

BARDAHL MFG. CORP.
1400 N.W. 52nd Seattle, WA 98107
(206) 783-4851

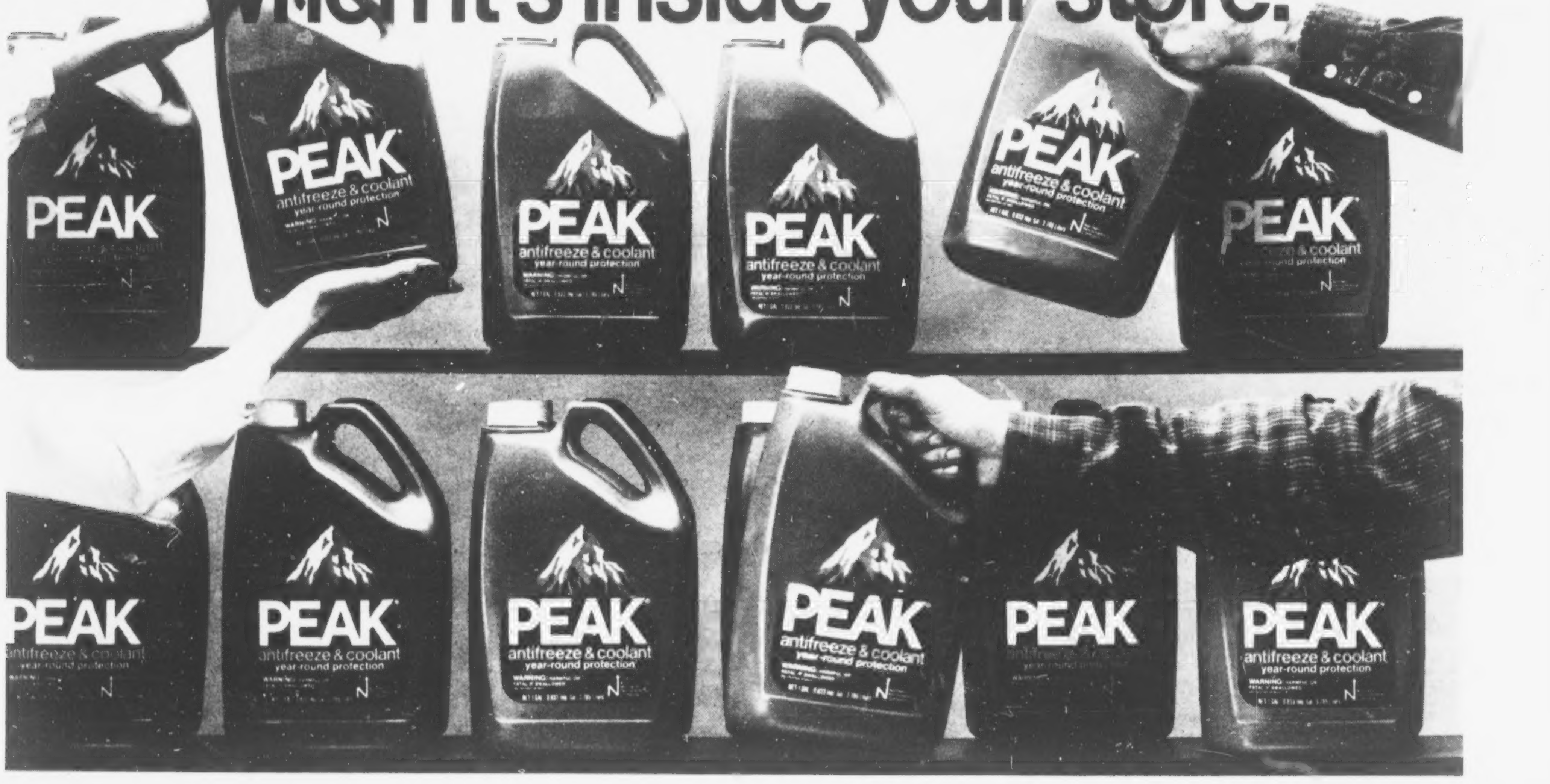
ELECTRIC HOUSEWARES

(Continued from page 32)

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
		SPECIALTY ELECTRICS			
1	1	Wear-Ever Popcorn Pumper	16,343	27.98	457,277.14
2	2	Presto Popcorn Now	5,106	29.03	148,227.18
3	—	Proctor-Silex 4-qt ice cream maker	3,601	14.84	53,438.84
4	—	Hamilton Beach Popcorn Pumper	2,000	26.06	52,120.00
5	5	Presto Fry Daddy	1,540	26.19	40,332.60
6	3	Hamilton Beach Butter up popper	2,282	14.78	33,727.96
7	7	Hamilton Beach Fry All	1,439	15.79	22,721.81
8	—	Wear-Ever Kabob-It	480	39.18	18,806.40
9	—	Sunbeam Great Amer Popcrn Mchine II	468	27.79	13,005.72
10	—	West Bend 4-qt Buttr Matic ppcrn mker	720	12.68	9,129.60
11	—	Waring Ice Cream Parlor	487	17.66	8,600.42
12	11	Toastmaster Mini Griddle	315	23.78	7,490.70
13	—	Norelco Lickety Split	525	11.88	6,237.00
14	14	Presto Grand Pappy	184	29.73	5,470.32
15	9	Sunbeam Great Amer Popcrn Machine	121	20.86	2,524.06
		TOTALS	35,611		879,109.75
		FOOD PROCESSORS			
1	1	Sunbeam Le Chef	397	108.85	43,213.45
2	3	Oster Kitchen Center, almond	272	150.08	40,821.76
3	2	Hamilton Beach Cuisine Machine	334	61.13	20,417.42
4	—	Hamilton Beach 6-sp food processor	168	59.13	9,933.84
5	—	Hamilton Beach 2-sp food processor	100	47.03	4,703.00
		TOTALS	1,271		118,789.47
		SLOW COOKERS			
1	2	Rival 3½-qt removable liner	3,929	21.59	84,827.11
2	3	Rival 3½-qt almond	6,140	13.13	80,618.20
3	1	Rival 5-qt removable liner, beige	2,507	26.35	66,059.45
4	—	Rival 5-qt removable liner, avocado	1,452	22.28	32,350.56
5	5	Rival 3½-qt, flame	913	12.85	11,732.05
6	4	Van Wyck 6-qt removable liner	635	17.91	11,372.85
7	6	Rival 1-qt Crockette	679	11.58	7,862.82
		TOTALS	16,255		294,823.04

[Editor's note: The Nickman electrics PMA doesn't track General Electric products as GE doesn't deal with independent distributors.]

Memorial Day traffic isn't so bad when it's inside your store.



And that's where PEAK plans to put it with our Memorial Day Specials.

PEAK has a celebration in store for you and your customers. We call it our Memorial Day Specials.

We're offering a very important manufacturer's refund for you to display in your store. It's worth up to $3 to your customers. That includes a refund of up to $2 on two gallons of PEAK® antifreeze & coolant plus an additional $1 off any other PEAK product.* Your customers simply mail the coupon along with proof-of-purchase to PEAK.

It's a super value for your customers, and a traffic-builder for you!

There's more, too! PEAK will give you a free ad in May or June, if you feature PEAK™ Rust Guard Lubricant, PEAK® Cooling System Flush, PEAK® Cooling System Protector, or PEAK® Cooling System Sealer. Contact your PEAK representative for details, and for information about our display allowance.

Memorial Day is coming, and PEAK is doing a lot to make it special for you.

*Excluding PEAK™ fuel system drier & antifreeze

REACH FOR THE PEAK.

PEAK
Cooling System FLUSH
Carb Choke Cleaner
Windshield De-Icer
Auto Diesel
GAS

Northern Petrochemical Company

Discount Store News

PMA

7th Annual Product Movement Audit

Curling Wands

(Continued from page 32)

more turns. The reason was the upsurge in consumer demand for toaster-ovens, an item not tracked in the PMA, as these multifunction appliances provide a variety of cooking features at about the same cost as a high-end four-slice toaster. The price competition between toasters and toaster-ovens has been heightened by the rebates offered for toaster-ovens, which have brought down their final price even closer to that of toasters.

Sharp pricing of toaster-ovens is expected to continue this year as manufacturers position this older appliance as the lead-in to the newer electronic-control toaster-ovens and models with a broiler feature.

Sales Down

Stand mixers were the only other electric tracked that had declines in unit and dollar movement. The continued weakness of this product reflects the impact of food processors on the under-$100 mixer market. Higher-priced stand mixers, which aren't extensively carried by discounters, have managed to retain their appeal as specialty gourmet appliances.

The other small electrics showed increased unit and dollar movement as manufacturers and retailers were able to raise prices without any impact on unit movement for these staples. The steady all-year demand for slow cookers, hand mixers, can openers and irons has enabled discounters to develop the tight sku assortment that produces the highest return on investment.

These basics generate higher profits even on promotions, so that they are regularly used to balance out other small appliances that are featured at very sharp prices in ads.

Hawaii Pay Less Sold To UBM

AIKAHI PARK, Hawaii—Union Building Materials, a Honolulu-based lumber and hardware, wholesale/retail company, has acquired the remaining 15-year lease on the former 15,000-sq.-ft. Pay Less store in the Aikahi Park Shopping Center here. The transaction reportedly cost about $250,000.

UBM has retained about 80% of the Pay Less merchandise, which will be for sale in the UBM store, along with its lumber and hardware lines.

This follows the earlier sale of seven Pay Less stores on Hawaii to Pay 'n Save. Pay 'n Save paid $9 million in cash for the seven Hawaiian Pay Less units, lease rights to a new Pay Less store under construction in Hawaii Kai, and two northern California Pay Less units, one in Lodi and the other in Yuba City.

Discount Store News

PMA

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Product Movement Audit

Hardware Biz Outlook Still On Soft Side

The sour economy of 1980 took its toll on hardware sales, according to the recent Product Movement Audit figures supplied by Stem Distributing, a division of Cook United, Maple Heights, Ohio.

Price increases and a discounter push for increased store and inventory productivity cut into sales. Even where there were bright spots—adequate supplies of traffic-producing Black & Decker power tools—the end results were trade-offs: serious sales drops in other power tools that discounters had tapped in earlier years to fill in for supply shortages from the industry's leader.

Other signs of hard times: The resurgence of promotional hand tools and the introduction of a "void-filling" line of middle-priced hand tools as a step between the low- and high-end items which, after 1980 price hikes, are now crossing the critical $10 point. Both trends are expected to gather steam in 1981.

Also apparent from the 1980 PMA figures: Energy items are losing ground. "Our ordering season now ends in November

(Continued on page 36)

Feb. Sales Rise 10.1% at Venture

ST. LOUIS—Sales for Venture Stores rose 10.1% to $31.6 million for the four-week period ended Feb 28. Same-unit sales also rose 10.1% during the period.

Sales for the May Co., Venture's parent, rose 7.8% during the same period over last year.

Woolworth Feb. Sales Up 0.3%

NEW YORK—F. W. Woolworth Co. reported consolidated sales for the four weeks ended Feb. 24 totaled $417,402,000, an increase of 0.3% over the same period in 1980.

Domestic sales for the same period increased 1.5% while foreign sales in U.S. dollars decreased 1.9%, due to a decline in value of the German mark and the Canadian dollar.

Murphy's Volume Up 12.9% in Feb.

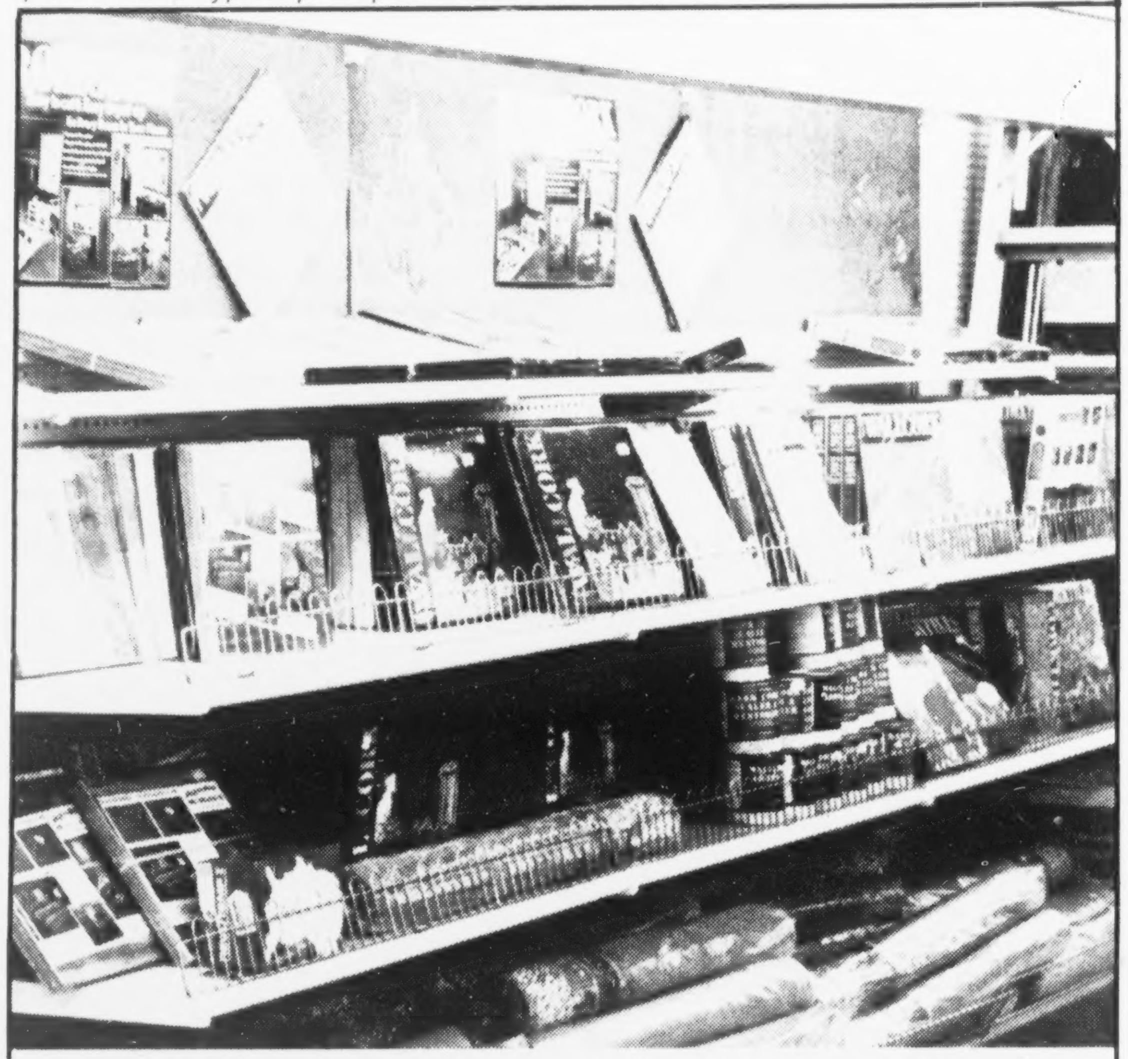
McKEESPORT, Pa.—G. C. Murphy Co. reported sales of $48,907,000 for the four-week period ended Feb. 26, up 12.9% from the corresponding period in 1980. Figures were for 103 Murphy's Marts and 343 variety stores as compared with 99 Murphy's Marts and 368 variety stores during that period in 1980.

HARDWARE

These hardware figures, for the calendar year 1980, supplied by Stem Distributing, a division of Cook United, Maple Heights, Ohio, cover 600 stores, including 480 discount department stores, in 35 states. Average retail prices reflect typical price points for discount clients.

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
		HARDWARE			
1	1	LW5 Yale Entrance Lockset boxed	22,576	11.53	260,301.28
2	2	LW1 Yale Entrance Lockset Boxed	17,958	11.53	207,055.74
3	3	1500D Master Padlock Comb	38,502	2.92	112,425.84
4	4	105C SB Stormking Door Closer	19,558	4.98	97,398.84
5	8	1-1 Galv S City Rural Mail Box	11,683	5.10	59,583.30
6	—	SK 85 Sec Adjustable Door Close	10,620	4.63	49,170.60
7	12	V80 Yale Tumbler-Spring Catch	5,599	8.59	48,095.41
8	9	SK600 Security Knob Latch Clos	8,680	5.23	45,396.40
9	—	V3211A US3 Single Deadbolt	2,723	14.70	40,028.10
10	10	SK950 Sec Pushbutton Latch set	6,670	5.99	39,953.30
11	15	V3221A US 3 Yale Dbl Deadbolt	1,837	21.62	39,715.94
12	11	500D Master Padlock Warded	17,928	2.12	38,007.36
13	20	SK125 Sec Adjust Hyd Door Clos	5,170	6.38	32,984.60
14	17	A 800CG Taylor Night Latch	6,274	5.17	32,436.58
		LAWN & GARDEN			
1	—	5400 F125 A BILT 1 2 x 50 all vnyl hs	41,552	2.79	115,930.08
2	—	51225 Toro trimmer weeder 900	4,043	28.17	113,891.31
3	12	58-P Keller Leaf Lawn rakes 22T	31,392	2.52	79,107.84
4	—	1650-50 Color 5/8 AST colors hose	6,404	11.06	70,828.24
5	8	SL22 Tempr springback leaf rake	10,224	6.85	70,034.40
6	—	301-301 Amcor Electric Bug Killer	1,656	41.45	68,641.20
7	—	1351 Raid Wasp & Hornet Killer	14,268	4.17	59,497.56
8	—	3968 Ortho Weed-B-Gone Qt	9,684	6.14	59,459.76
9	—	1692 Raid Crack crevice 16 oz	16,260	3.56	57,885.60
10	16	1671 Raid House & Garden Bug Killer	17,244	3.20	55,180.80
11	14	SB14 Temper bow rake	8,904	6.14	54,670.56
12	17	SD 12 Cardinal Garden Glove 12 oz	279	192.09	53,593.11

(Continued on page 36)



Bradlees has elected to get out of bulky, space-consuming building materials in favor of faster turning hardware and decorative home improvement products. *(DSN photo)*

The all purpose caulk sells itself.

Hard-hitting header shouts all purpose. Convinces customers Polyseamseal is the right caulk for almost any job.

Actual applications on real materials make the all purpose caulk easy to understand, easy to buy.

Bold, graphic package sells Polyseamseal as a caulk and an adhesive.

FREE! "How To" booklet shows dozens of uses for Polyseamseal. Builds repeat sales.

More profit per square foot with the fastest moving caulk on the floor. Tough, compact merchandiser is just 18 inches wide x 61 inches high x 12 inches deep. Displays clear, white and 4 popular colors.

National Advertising, Total Merchandising & Co-op Programs, Seasonal Promos. Call your Polyseamseal distributor or Darworth (203) 677-7721 today.

Polyseamseal All Purpose Adhesive Caulk

Darworth
AVON, CONNECTICUT 06001
© 1980 Ensign-Bickford Industries, Inc.

All Purpose
Adhesive Caulk
NEW! Clear Caulk.

POLYSEAMSEAL
All Purpose
Adhesive/Caulk
Seals like caulk. Sticks like glue.
Materials are bonded to wood and to each other with Polyseamseal All Purpose Adhesive Caulk
HOW TO FIX THINGS THEY DON'T WRITE
ALL PURPOSE ADHESIVE CAULK
Saves energy, money.
CLEAR
NEW! Clear Caulk.

HARDWARE

PAINT APPLICATORS
• brushes • rollers • pads • accessories

Caldor carved a brush and applicator "mini-department" out of wall space in the paint department in its Woonsocket, R.I., store. *(DSN photo)*

(Continued from page 33)

PAINT

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	—	0013 Formby 320 Z Furniture refinish	6,822	8.32	56,759.04
2	1	1501 Borden Krylon gloss wht 13 oz	20,454	2.23	45,612.42
3	—	0032 Formby Intro to refinishings	3.048	9.86	30,053.28
4	2	1601 Borden Krylon Gloss Blk 13 oz	14,424	2.08	30,001.92
5	4	2766 7792 13 oz Rust gloss white	8.959	2.67	23,920.53
6	6	634 7779 13 oz Rust gloss black	8.064	2.67	21,530.88
7	3	1613 Borden Krylon semiflat black	10,308	2.08	21,440.64
8	5	2766 7792 qt Rust gloss white	4,476	4.61	20,634.36
9	—	NTTC NY Bronze chrome spray pt	10,452	1.91	19,963.32
10	—	0066 Formby 8-oz tung oil hi gloss	7,356	2.55	18,757.80
11	9	88 Defthane Clr Polyurethane glss gl	1,140	16.03	18,274.20
12	—	0010 Formby 16-oz furniture rfnshng	4.308	4.22	18,179.76
13	20	634 7779 qt Rust gloss black	3,858	4.61	17,785.38
14	5	1502 Borden Krylon flat wht 13 oz	8.460	2.08	17,596.80
15	—	0011 Formby 64-oz furniture refinish	1.344	12.67	17,028.48

PAINT SUNDRIES

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	40011 WD-40 Rust preventive 9 oz	121,524	2.00	243,048.00
2	2	LN601S Macco liquid nail adhesive	91,956	1.30	119,542.80
3	—	938-Tap-90 EZ 3-pc paint set	36.888	2.36	87,055.68
4	4	40015 WD40 Mult-use lub 12 oz	34,548	2.47	85,333.56
5	9	200BX Krazy glue 0.07 fl oz	56,309	1.09	61,376.81
6	—	LC130 White Macco Acrylic Ltx caulk	34,440	1.73	59,581.20
7	—	584 PK1 MK-410 Mskng Tp ¾ x 4 oil	120,288	0.46	55,332.48
8	12	01103 Savo Pt remover pst stryp gal	5,688	9.56	54,377.28
9	—	Shur-calk penco wht caulk compound	95,070	0.53	50,387.10
10	14	GE2561 372 GE white tub seal 3 oz	22,400	2.19	49,056.00
11	—	G322-40-73 EZ 4 in promo brush	17,760	2.73	48,484.80
12	5	101 B Viking caulking gun	28,440	1.58	44,935.20
13	15	E701 Borden Carpenter wd glue 8 oz	30,264	1.48	44,790.72
14	—	01102 Savo pt remvr paste strypee qt	13,776	3.17	43,669.92
15	3	1304S G104-AO-73 EZ 4-pc brush set	25,307	1.69	42,768.83

(Continued on page 41)

THE BIG BARGAIN
IN HOME PLUMBING
INSTALLATION KITS

SINK OR VANITY INSTALLATION KIT
TOILET INSTALLATION KIT
toilet supply installation kit
faucet installation kit 1
no tools
no tools

The Low Cost Way to Install
Sinks • Vanities • Toilets • Ballcocks • Faucets

A Kit for All Reasons . . . paving the way to easier, bigger unit, home modernization sales. Everything your Do-It-Yourselfer needs to install a Sink, Vanity, Faucet or Toilet comes complete in each Kit. We've even included our innovative No Tool leakproof fitting to complete a Plumbing Connection without using tools!

Bold visual packaging instantly tells customers which Kit to select, with step-by-step illustrated installation instructions on package back. Now, by merchandising and displaying these Bargain priced Kits with your Sinks, Vanities, Faucets, and Toilets, you'll encourage easier and more profitable tie-in sales!

The Plumbing Connection is now easier than ever. Write for full details!

Quality IS the difference
KEYSTONE
Brass & Rubber Company
Fort Washington, PA 19034

Discount Store News

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Hardware Biz Outlook Soft

(Continued from page 33)

and our customers cut off at Thanksgiving," reported a Stem buyer. "In the past they were ordering through December." The warmer winters of the past few years are partly to blame, but he wondered if consumers weren't finally tiring of energy-saving campaigns.

Otherwise, drops in ranking on the PMA were the result of discounters re-allocating ad dollars and putting other "non-market saturated" items on sale.

Overall, the sales outlook for the near future is on the soft side.

Black & Decker: Product availability problems eased considerably in 1980 compared to those that plagued both retailers and distributors alike in 1979. For Stem, that easier supply led to a sales increase of 25%, according to buyer Wayne Dixon, who also admitted he had to "manipulate" orders—play lead times out to a year in some cases—to make sure he got the goods.

These sales increases occurred in a year that also saw the Towson, Md., manufacturer pass three price increases along to its customers, totaling 12%.

(Continued on page 41)

Newspaper Ads Increase in 1980

NEW YORK—Overall newspaper advertising expenditures increased 7.1% in 1980 to $15.5 billion, according to preliminary estimates by the Newspaper Advertising Bureau.

By classification, retail advertising was up 9.4% over the previous one-year period to $8.5 billion; national advertising increased 12.7% to $2.3 billion and classified rose 0.7% to $4.6 billion.

The Bureau bases its estimates of newspaper advertising on measurement by Media Records Inc., in its 64 index cities, plus other data.

Heck's Sales Up 9.8% For Year

CHARLESTON, W. Va.—Heck's reported sales for the fiscal year ended Dec. 31 rose 9.8% to $432,341,800 from $393,857,000 in calendar 1979.

Net income for the 1980 fiscal year was $15,468,900, or 3.58% of sales, after the chain's LIFO reserve was increased 64% to $10.4 million from $6.3 million at the end of 1979.

Heck's 86 discount department stores "led the gains," according to board chairman Fred Haddad, who also said the chain's 176 Shoe-Town stores had a good year.

During 1980, Heck's opened 11 new Heck's discount department stores.

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(Continued from page 36)

Stronger sales at the higher end were in some evidence but Dixon attributed those trade-ups to Black & Decker rather than to consumer preference: "B&D did no advertising on its traffic builders this year. All of its advertising was on its higher-priced tools, and that influenced customers as much as anything."

Best sellers this past year were the #7127 3/8-in. variable speed reversible drill, the #7308 7 1/4-in. circular saw and the 70-003 single-height Workmate. One surprise was the ranking of the 7004 1/4-in. drill which placed 13th because of supply problems.

Power tools: The strength of the B&D sales, however, took a toll on the other power tools Stem carried—their sales dropped nearly 20% in 1980.

"Retailers who were able to get B&D products in 1980 were just not willing to pick up the price points of the other manufacturers' lines," reported Stem's power tool buyer Walt Krekel. "In other years, customers bought from Wen or Skil when they couldn't get B&D."

(Continued on page 42)

Catalogers, too, are responding to consumer demand for better quality and broader assortments in power tools. Display is at Best's Plantation, Fla., showroom. *(DSN photo)*

(Continued from page 36)

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
		ELECTRICAL			
1		SL-IK flor shop lit comp 40W-48	10,117	16.14	163,288.38
2	2	DR600RC Lutron U/L rotary dimmer	16,991	4.07	69,153.37
3		AP15x Flor U/CAB fix w/o outlt	6,785	7.07	47,969.95
4	7	T45 Alliance tenna-rotor manua	1,067	42.24	45,070.08
5	5	U100 Alliance tena-rotor automt	777	48.69	37,832.13
6	8	DR600PC Lutr U/L dimr push on/off	6,854	4.97	34,064.38
7	—	270-75 16/3 R/D cord-ext outdoor	2,718	12.32	33,485.76
8	12	3101-100 16/2 rd Cord-ext outdr	2,587	12.04	31,147.48
9	—	XP15OUL Thyrocon photo-cell sockt	5,290	5.65	29,888.50
10	10	P220 Manco 3/4x66 Vinyl elec tape	21,617	1.34	28,966.78
11	—	3354-50 16/3 rd cord-ext outdr	3,406	7.98	27,179.88
12	—	ST24OR S Flo st lit wh 2-40W-48	1,573	17.04	26,803.92
13	9	4170 151-6-8 1/2 Clamp-on light	5,396	4.67	25,199.32
14	—	WRM240 Flo Wrap arn fix 2-40W-48	860	28.72	24,699.20
15	6	4465 681 25 Trbl lite mtl guard	3,204	7.66	24,542.64
		BLACK & DECKER			
1	3	7127 3/8 Drill Var Speed rev	23,888	22.76	543,690.88
2	1	7308 7 1/4 Circular saw	14,098	36.42	513,449.16
3	—	79-003 Workmate Single hgt	7,972	47.12	375,640.64
4	7	7404 Sander dbl ins	10,246	21.35	218,752.10
5	5	7504 Jig Saw dble insul	16,147	13.32	215,078.04
6	—	71-055 Drill Guide	18,492	11.28	208,025.76
7	6	7104 3/8 Drill dble insul	10,888	16.80	182,918.40
8	—	9330 Dustbuster	6,116	28.95	177,058.20
9	4	7300 5 1/2 Circular saw	7,370	22.66	167,004.20
10	10	7190 3/8 Drill v/s rev-lock	4,431	31.86	141,171.66
11	—	79-009 Workmate 27" dual ht	1,797	75.32	135,350.04
12	2	79-001 Workmate 29" dual ht	1,414	95.28	134,725.92
13	—	7004 1/4 Drill dble insul	9,630	12.82	123,456.60
14	—	7600 Router 5/8 hp Ball Bearing	3,957	30.32	119,976.24
15	—	79-020 Bench Top Workmate	3,136	37.87	118,760.32

(Continued on page 42)

Executive Changes

Lynch

Hamilton

Venture Stores, a division of May Department Stores, has appointed **MICHAEL R. LYNCH** senior vice president, director of stores. He will report directly to **THOMAS HAYS**, president. Lynch joined Venture in 1969 as an assistant store manager, and moving through the ranks was named vice president, district manager, Chicago, in 1976. In February 1979, Lynch was named vice president, regional manager, Chicago. Replacing Lynch is **MICHAEL R. HAMILTON**. Hamilton joined Venture in 1973 as an assistant store manager in the St. Louis area. Since then, he has held the positions of store manager, area manager, district manager—Chicago, and most recently district manager—Kansas City.

JERRY JUSZAK has joined Ann & Hope as housewares buyer. In the past, Juszak held housewares buying positions with Zayre and Osco Drug. At Ann & Hope, Juszak will be responsible for lamps, gourmet housewares, better housewares, pictures and mirrors, and furniture.

Disney does it BETTER for BACK TO SCHOOL

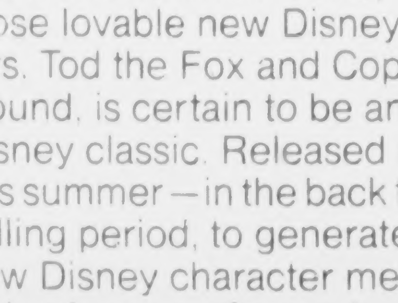
Copper
Back to School
Back to School
Tod
The Fox and the Hound Sweepstakes
Chief
Back to School
The Fox and the Hound Sweepstakes
WIN A TRIP

A Consumer Sweepstakes Tie In, Too

The FOX and The HOUND

An all new animated feature as only Disney can do it.

The Fox and The Hound, featuring those lovable new Disney characters. Tod the Fox and Copper the Hound, is certain to be another Disney classic. Released nationally this summer—in the back to school selling period, to generate an all new Disney character merchandising bonanza for you!



Another Disney "First" to build traffic and sales for you.

For the first time ever, your customers will have a chance to win an expense paid trip for two adults and one child to WALT DISNEY WORLD. 25 lucky winners in all—PLUS—hundreds of other exciting prizes!

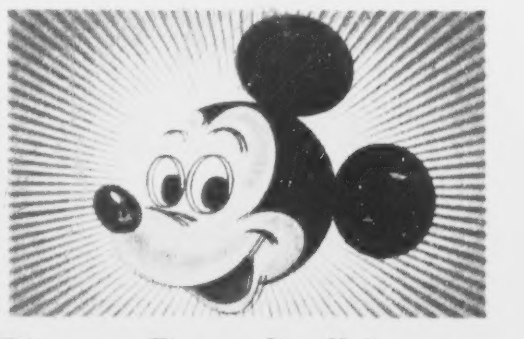
Tied-in with the release of **The Fox and The Hound,** complete with colorful traffic-building point of sale material—to make your third quarter Disney character merchandise sales the biggest and best ever!

Disney Does It all—for you.

Find out how you can do it BIGGER and BETTER with Disney. Put Mouse Power PLUS to work for you in the Third Quarter.

For more details on The Fox and The Hound consumer sweepstakes tie-in and POS material, contact:

Walt Disney Productions
Character Merchandising Division
477 Madison Avenue
New York, N.Y. 10022
Tel.: (212) 593-8900



Disney Does It all for you
...with
MOUSE POWER PLUS

©1981 Walt Disney Productions

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Hardware Biz

(Continued from page 41)

The rush back to B&D wasn't all that hurt the other power tools. Skil's #2002 ⅜-in. cordless drill lost ground to the company's 2003 Quick Charge cordless. The #2002 dropped from first place in 1979 to fourth in 1980, and Krekel expected it to fall further. "The Quick Charge is rechargeable in four hours, as compared to 16 hours for the #2002," he explained.

Chainsaw sales, too, suffered a decline, the result of slackening consumer interest in the category.

For example, the 10-in. Wen electric chainsaw unit's sales dropped by almost half to 800 pieces, although Krekel qualified the decline: "It wasn't because it was Wen but because it was a 10-in. model. Consumers are interested in 12-in., 14-in. and 16-in. models today." The buyer added that the distributor was now looking for a national program, and that without words one might consider getting out of the chainsaw business altogether.

One item in the top 15 listing that did not feel the pinch was the McGraw-Edison 5-in. bench grinder. Unit sales in 1980 were 1,415 compared to 1,550 in 1979.

(Continued on page 43)

HARDWARE

(Continued from page 41)

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
		POWER TOOLS			
1	1	943 Wen 7" sndr plshr	3,389	44.10	149,454.90
2	3	8200PK Wllr 100/140X sldr gn	4,876	18.65	90,937.40
3	—	PRI 9/919 Wen 3" blt snd dbl/in	1,289	45.75	58,971.75
4	1	2002 Skl ⅜ crdlss drll	1,394	41.36	57,655.84
5	—	T6742-16 McGraw-Ed ½ drll prss	571	88.55	50,562.05
6	11	T6601-16 McGraw-Ed 5" bnch grnd	1,415	36.05	51,010.75
7		T6741-16 McGraw-Ed ⅜ drll prss	650	69.28	45,032.00
8	6	2000 Wen 10" elctrc chn sw	800	44.92	35,936.00
9	—	1614 Partner 14" gs chn sw	217	161.27	34,995.59
10	—	1616 Partner 16" gs chn sw	181	170.23	30,811.63
11	8	599 Skil ⅜ var rev extr tl	470	61.96	29,121.20
12	20	16/L25 Lenk 2.5W sldrng gn	5,484	4.96	27,200.64
13	—	203 USM elctrc gl gn	3,266	7.73	25,246.18
14	—	WP745 Skil 7¼ plywd bld	11,530	2.17	25,020.10
15	10	574 Skil 7¼ 1¾ hp crclr sw	606	39.08	23,682.48
		PLUMBING			
1	1	88 TM Wht Al/Am wd tlt st	11,228	6.62	74,329.36
2	3	560 U-PLM tl tnk rpr kt	12,708	5.18	65,827.44
3	4	PC3600 Fl Cst irn pmp-pdstl	851	70.76	50,216.76
4	8	SM3000 Fl Plst pmp-sbmrsbl	516	97.30	50,206.80
5	16	2125 Kystn prtbl add-a-shwr	2,598	18.34	47,647.32
6	2	PM3600 Fl plstc pmp-pdstl	753	62.33	46,934.49
7	5	B600 Manco dct tp 2" x 60 yd	9,549	4.65	44,402.85
8	7	S1300 Fltc smp pmp-sbmrsbl	848	50.74	43,027.52
9	—	SC3000 Fl cst iron pmp-sbmrsbl	367	105.69	38,788.23
10	9	FRD60 Manco fr-grd dct tp	7,874	4.10	32,283.40
11	10	5102 Masco mstr plmbr qt	23,436	1.25	29,295.00
12	18	DMP21HK Flotec drll pmp	4,774	5.48	26,161.52
13	12	760 U-PLM P-Trp 1 1¼ bthrm	4,566	5.27	24,062.82
14	13	PB3600 Flo Brnz pmp-pdstl	222	102.62	22,781.64
15	11	767 U-Plum J-Bnd 1½ chrm	5,838	3.85	22,476.30

(Continued on page 43)

PLUMBING REPAIR

Jefferson, Fort Myers, Fla., is capitalizing on the growing consumer preference for doing home repairs themselves with plastic and aluminum plumbing products. *(DSN photo)*

Executive Changes

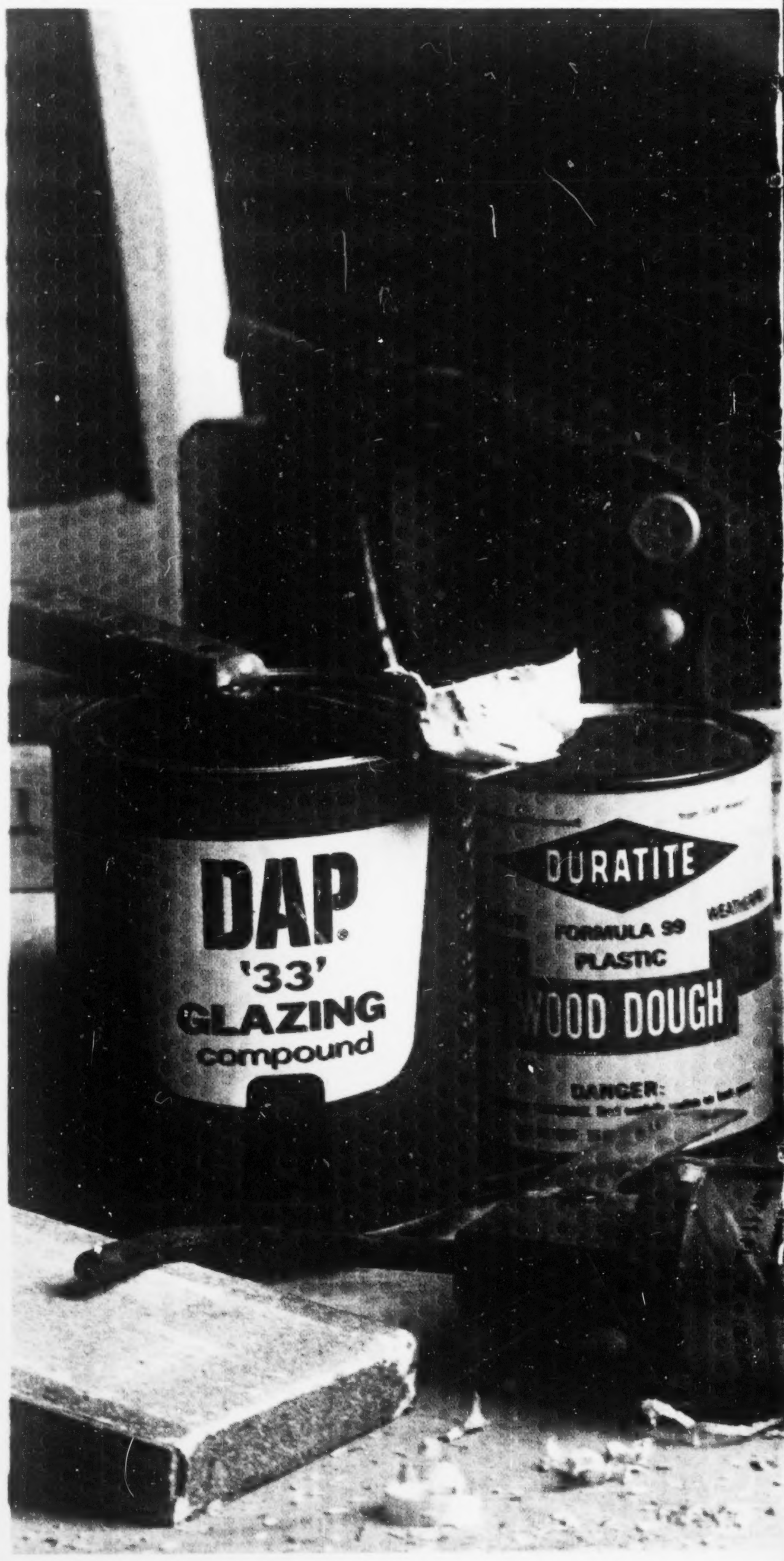
LOWELL CABIN, vice president and general merchandising manager of Mr. Wiggs Department Stores, has announced the following staff promotions: **ANDY LOMBARDO**, formerly assistant buyer in housewares and appliances, is now associate buyer of stationery, cosmetics, hair care and tobacco. **CHRIS PROTOPAPAS**, formerly assistant buyer of health and beauty aids, cosmetics, hair care and tobacco, is now associate buyer of jewelry, electronics and camera. **PAUL BERK**, buyer of lawn and garden and toys, is now also buying all electronic games.

Cashman

Family Dollar Stores Inc. has promoted **DONALD CASHMAN** to regional director, store operations. During his two years at Family Dollar, he served as district manager in the Bristol, Tenn., and Hickory, N.C., areas.

CLIFF HILL has been named to the new position of vice president, merchandise presentation, of Target Stores. He was formerly director, merchandise presentation. He continues to report to **CHARLES J. MILLER**, senior vice president, strategic planning and promotion. Hill joined Target in 1974 as regional merchandiser.

PREFERRED STOCK.



When it comes to products that seal, fill, stick and patch, America counts on DAP.

Matter of fact, when it comes to caulk, DAP is America's Number One brand.

So, it only makes sense to take advantage of this built-in acceptance and stock the full line of premium DAP products.

Including Kwik-Seal, America's biggest-selling tub and tile caulk. It's the flexible, non-yellowing, multi-purpose caulk that professionals as well as home handymen use all over the house.

And best-selling DAP Acrylic Latex, the easy-gunning, quick-drying caulk in the new UPC and color-coded package. Available in white and six popular colors.

There are dozens of other popular and profitable do-it-yourself favorites, too. From top-selling DAP Vinyl Paste Spackling, asbestos-free DAP '33' Glazing Compound, tenacious DAP Panel and Drywall Adhesive, and long-lasting DAP Butyl Gutter and Lap Sealer. To easy-to-use Duratite Wood Dough and super-tough Butyl-Flex butyl rubber caulk.

High Interest.

But, even though DAP is the best recognized name in caulks, we don't just rely on word of mouth to build business and generate repeat sales for you.

That's why this year's advertising blitz is going to be even bigger and more far-reaching than last year's record-setting effort.

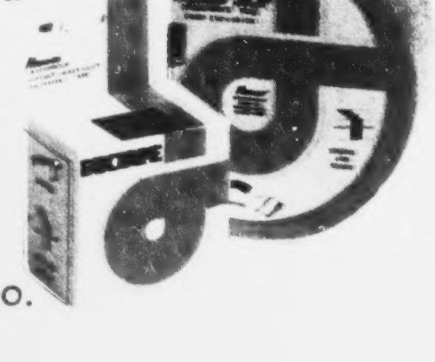
There'll be more TV impact, more consumer ads in more magazines.

All driving home the DAP name. And steering customers to you.

Big dividends: Arno Tape.

What else is in store for you this year? An exciting collection of new products with proven appeal. Including versatile, stick-to-anything Arno Ductape, the granddaddy of all duct tapes, in handsome header boxes or convenient shrink-wrap packages.

To top it all off, you'll also get a broader selection of high-impulse, self-selling floor and counter displays. And a program of profit-boosting promotions. It's all geared to help you cash in on the boom in do-it-yourself business.

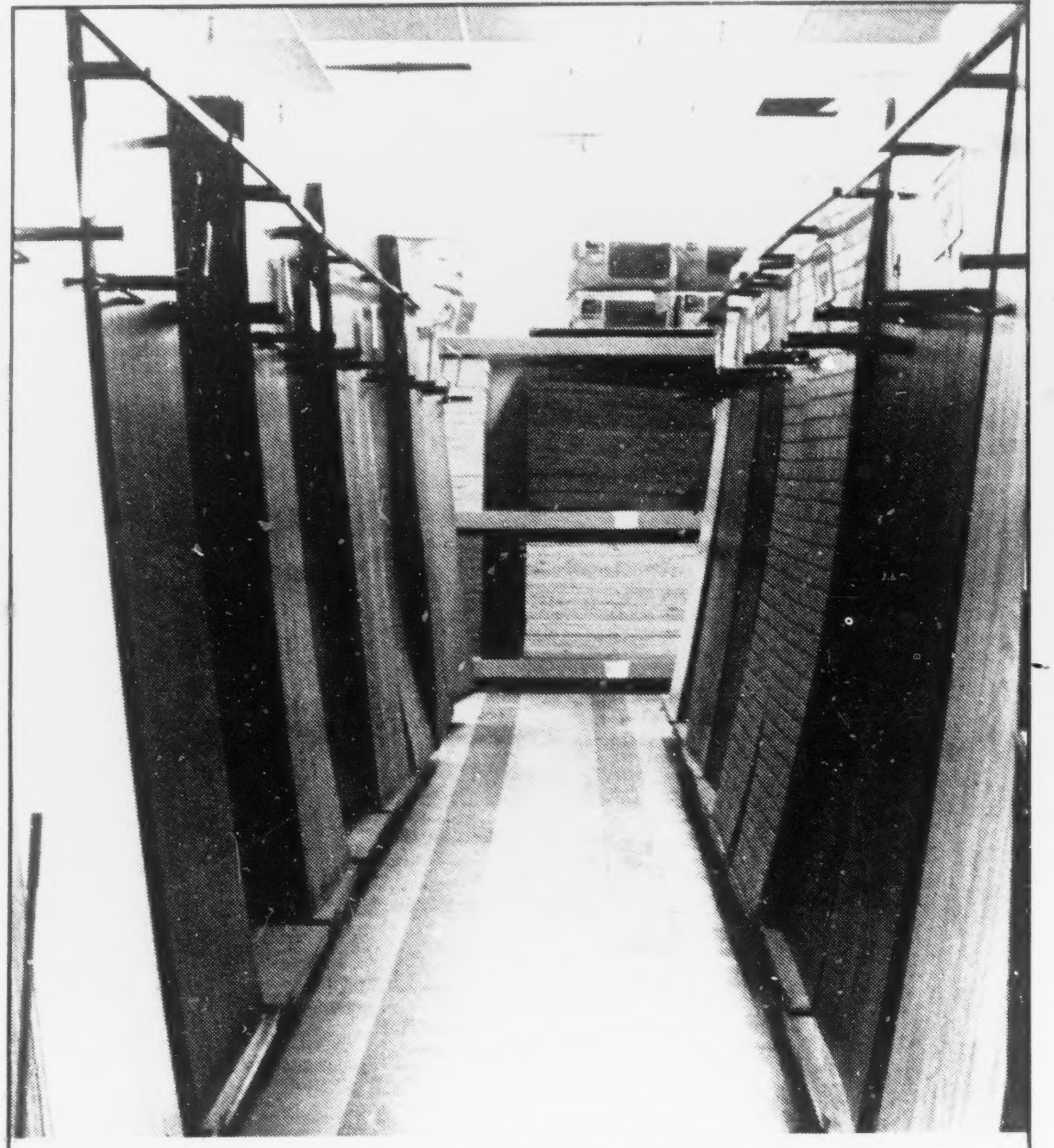


So, since our stock is growing every day with your customers, you should make sure your DAP stock does, too.

HARDWARE

(Continued from page 42)

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
HAND TOOLS					
1	1	TX9 Bernz Fuel Cyl	77,495	2.47	191,412.65
2	2	T50 Arrow staple gun chrome	13,124	14.49	190,166.76
3	3	UL100 Bernz propane blow torch	14,232	9.42	134,065.44
4	5	385-55-3 Ajax home rvt tl	12,850	7.79	100,101.50
5	—	91-510 Easco 70 pc 1/4 3/8 sckt sst	1,880	49.18	92,458.40
6	4	JT25 Bernz blw trch kt plstc bx	4,303	21.22	91,309.66
7	6	PL316 Stan 16' pwrlk tp	10,668	8.51	90,784.68
8	17	ET50 Arrow electric stpl gn	3,683	23.46	86,403.18
9	7	PL425 Stanley tp 25' pwrlk	7,812	10.53	82,260.36
10	—	OX-2500 Bernz tote trch kt	2,318	32.99	76,470.82
11	8	PL320 Stan 20' pwrlk tp	8,260	9.12	75,331.20
12	—	85-614 Stanley mtr bx w sw	3,676	18.34	67,417.84
13	13	99 Stan utility knf	26,694	2.51	67,001.94
14	—	215G Petersen 5 wr 10 wr gft st	6,215	10.13	62,957.95
15	—	PL12 Stan 12' pwrlk tp	9,126	5.54	50,558.04
HOME IMPROVEMENT					
1		G2420 Garbage bag HD 26 gal 20 ch	125,048	2.24	280,107.52
2		730 Perfection portable heater UL	4,466	36.50	163,009.00
3		6' Wood step stepladder special	3,086	23.95	73,909.70
4		WDP-1 Manco wonderstrip wht	17,568	3.66	64,298.88
5		2'x4'x1/8 pegboard	51,400	1.25	64,250.00
6		702 Hoyne clear mirror tile 12 pc	3,688	13.53	49,898.64
7		99VP Deflecto deflector 10"-14"	44,592	1.09	48,605.28
8		5' Wood step stepladder special	2,406	19.85	47,759.10
9		050 17000 Clear vinyl runner 27x125	425	105.47	44,824.75
10		16' aluminum stepladder household	1,218	35.65	43,421.70
11		WDP 2 Manco wonderstrip brn	10,896	3.66	39,879.36
12		SD-2 Manco weatherseal tape 2'x24'	33,833	1.05	35,524.65
13		28x32 Plaskolite 0.100 clear plastic	5,040	6.97	35,128.80
14		24x30 Plaskolite 0.100 clear plastic	6,010	5.65	33,956.50
15		40302-36-1 Peer chain prf 1/4 100 rl	271	124.56	33,755.76



S. E. Nichols, Maple Shade, N.J., devotes roughly 40% of its average 20,000-sq.-ft. home center's space to lumber and building materials. *(DSN photo)*

Discount Store News

PMA

7th Annual Product Movement Audit

Hardware Biz

(Continued from page 42)

ELECTRICAL: Dollar sales in the category rose by 8% during 1980 but remained a basics business with few exceptions.

While material (copper and coatings) remained fairly constant over the 12-month period, a change in U.L. (Underwriter's Laboratory) quality control specifications generated a roughly 25% price increase in extension cords, particularly the 6- and 15-ft. lightweight cords. The result was a comparable 25% slowdown in sales, according to Dixon.

Dollar sales in the category rose 8% during the year and the category remained a basics, small-item business with sump pumps the most notable exception. And here, sales depended more on weather than price.

The other most notable difference between last year's PMA and 1979's was the ranking decline suffered by the #4465/681 25-ft. metal guard trouble light which dropped from sixth place in 1979 to 15th in 1980.

"It was replaced by a less costly item—one with a plastic guard," Dixon reported.

AGMC Sets Tour Of K mart Facility

WASHINGTON—A tour of a K mart distribution center will highlight the Association of General Merchandise Chain's conference for traffic and distribution executives April 13-15, at the Calloway Gardens Hotel, Pine Mountain, Ga.

The AGMC Distribution Systems Survey report will be presented by George Carne, K mart's vice president of distribution and traffic.

Retail executives and consultants will discuss topics including warehouse and transportation security, hazardous materials storage, fuel conservation, new concepts in warehouse design, energy conservation for trucking fleets and a 10-year energy outlook.

For registration, contact Victor S. Parra, AGMC director of member services, 202-785-2060.

Danners' Biz Up 9.8% For Year

INDIANAPOLIS—Danners, which operates 29 3D discount stores, 27 variety stores and 20 restaurants, reported a 9.8% rise in sales for the year just ended, to $118,270,000 from $107,685,000 for the previous fiscal year.

Sales in the firm's fourth quarter rose 24.7% from the previous year's fourth quarter.

Three new 3D discount department stores, totaling approximately 130,000 sq. ft., were opened during the year in Portland, Columbus and Rochester, Ind. Another new 3D unit is scheduled to open in mid-May, in Scottsburg, Ind.

DAP vinyl paste SPACKLING compound
DAP
DAP
DAP flexible KWIK SEAL TUB & TILE CAULK
WHITE DAP ACRYLIC LATEX CAULK
PANEL and DRY WALL Adhesive
BUTYL-FLEX
DAP

DAP

America's Handyman.™

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Discount Store News

PMA

7th Annual
Product Movement Audit

Wax, Functional Accessories Are Ripe For Push

By Herbert Rechter
President,
Allied Parts and
Accessories Co.

As the annual Product Movement Audit for 1980 reveals, it was not a dynamic sales year for automotive. While there were some items that improved in unit sales over 1979, for the most part the products rankings remained unchanged.

An unusually strong first half covered up the real story—that the market was on a downturn that began last summer and continued for the rest of the year. A slight improvement was visible in the early months of 1981, but it still looks as if 1981 will wind up being a difficult year.

One strategy we are urging upon our discount customers is to become more promotional. Many of the co-op advertising dollars needed for them to take such a step are already there, thanks to manufacturers who are anxious to reduce their own inventories and perk up sagging sales.

Exact figures vary from firm to firm, but some manufacturers are offering to pay up to 150% of the cost of ad space devoted to their product.

Becoming more promotional, however, won't be enough for discounters to counteract the poor economic climate. They will have to be aware of the changes that began to develop in the marketplace toward the end of last year as well as continuing trends that have recently intensified.

For some time chains have been aware that tune-up parts are a dying category. No new cars have been manufactured with standard ignitions since 1974, and there is little chance that rotor caps and other tune-up parts will come back.

More recently, other tune-up related items—air and oil filters, which had traditionally been good sellers—have begun to decline in sales.

The apparent reason for the dropoff is that the number of miles being driven annually is declining due to the high price of gas. Thus, discounters should be diverting inventory and advertising dollars elsewhere.

One area ripe for a heavier push is that of functional accessories. The items generally carry a high margin and despite consumers reducing their driving, their concern over maintenance is increasing.

The current Product Movement Audit reflects the strength of the category: A

(Continued on page 46)

AUTOMOTIVE

These automotive PMA figures, for calendar 1980, were supplied by Allied Accessories and Auto Parts Co., Madison Heights, Mich., and cover 2,000 stores, including 1,700 discount stores, in 33 states. Average retail prices reflect typical price points for discount clients.

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	2-ton Hydraulic floor jack	10,614	69.99	742,873.86
2	7	Motorcraft oil filter, FL-la	109,219	3.99	435,783.81
3	2	Heavy duty sealed beams, 6014	111,773	3.29	367,733.17
4	14	Armor-All, 8-oz	103,585	3.29	340,794.65
5	8	DuPont Rain Dance Paste, 14-oz	60,222	5.49	330,618.78
6	5	STP oil treatment, 15-oz	141,042	2.19	308,881.98
7	13	AC oil filter, PF-25	74,552	3.99	297,462.48
8	—	Blue Poly Sealant, 16 oz	20,021	9.99	289,919.79
9	24	Gumout Jet Spray 13 oz	115,413	2.39	275,837.07
10	28	Snowhite Lite 'N' Easy, gal	21,044	12.99	273,361.56
11	11	DuPont Rain Dance Liquid 16 oz	44,869	5.49	246,330.81
12	16	Gumout Carb Cleaner, 16 oz	120,331	1.99	239,458.69
13	21	AC spark plug, R45TS	182,097	1.29	234,905.13
14	26	Pennzoil All-Purpose, 10W30	190,831	1.09	208,005.79
15	30	Armor-All, 16 oz.	29,328	6.99	205,002.72
16	51	Pennzoil Deluxe, 10W40	180,784	1.12	202,478.08
17	32	WD-40 aerosol, 9 oz	89,416	2.19	195,821.04
18	3	Valvoline, 10W40	178,741	1.09	194,827.69
19	—	Casite Spray-Lube, 9 oz	95,332	1.99	189,710.68
20	31	Warco Dot Brake Fluid, 12 oz	125,482	1.49	186,968.18
21	22	Roberk wiper blade refill, RR16	84,119	2.19	184,220.61
22	41	Tam-66 undercoating	79,085	2.29	181,104.65
23	37	Turtle Super hard shell, 14 oz paste	45,169	3.89	175,707.41
24	48	Gunk aerosol	88,195	1.99	175,508.05
25	15	Ramps, pair	7,937	21.99	174,534.63
26	52	Westleys Bleach White	89,984	1.89	170,069.76
27	60	Fix-A-Flat tire inflator	131,297	1.29	169,373.13
28	10	STP gas treatment, 12 oz	78,315	1.99	155,846.85
29	—	Quaker State Super Blend, 10W30	141,711	1.09	154,464.99
30	58	Freon, 14 oz	86,228	1.79	154,348.12
31	36	Warco Dot Brake Fluid, qt	39,618	3.89	154,114.02
32	19	AC spark plug, R44T	117,792	1.29	151,951.68
33	35	Quaker State Deluxe, 10W40	134,505	1.12	150,645.60
34	—	Foot pump with gauge	13,316	10.99	146,342.84
35	—	National All-Purpose, 10W30	190,784	0.74	141,180.16
36	50	Rislone oil alloy, 32 oz	61,290	2.29	140,354.10
37	66	4-ton Hydraulic bottle jack	7,619	17.99	137,065.81
38	—	4000 Heavy duty sealed beams	48,493	2.79	135,295.47
39	17	Coleman air compressor	2,753	47.95	132,006.35
40	23	Delco 8-cyl tune up kit, 101-2	18,796	6.99	131,384.04
41	57	Turtle Zip liquid car wash, 18 oz	56,647	2.29	129,721.63
42	27	G.M. Uniset OEM, 101-1	13,738	8.99	123,504.62
43	53	AC oil filter, PF-30	30,661	3.99	122,337.39
44	43	DuPont Rally, 14 oz	34,883	3.49	121,741.67
45	44	Bars Leak, 15 oz	64,159	1.89	121,260.51
46	39	4652 Square sealed beams, low	23,589	4.99	117,709.11
47	68	3-section Antenna with booster	14,671	7.99	117,221.29
48	—	Motorcraft res plug book	97,582	1.19	116,122.58
49	97	Sandable primer, gray	63,681	1.79	113,988.99
50	40	Roberk wiper blade refill, RR18	51,982	2.19	113,840.58
51	56	Bars Leak, 5½ oz	84,628	1.29	109,170.12
52	93	AC recharge kit freon	15,717	6.89	108,290.13
53	96	G.M. 8 cyl distributor cap	20,409	5.29	107,963.61
54	84	Valvoline Dexron ATE, qt	96,075	1.12	107,604.00
55	—	Thrush muffler, T-4163	6,716	15.99	107,388.84
56	—	AC oil filter, PF-40	26,719	3.99	106,608.81
57	—	Johnson Wax Kit, 12 oz	35,293	2.99	105,526.07
58	—	Armor-All, 4 oz	55,422	1.89	104,747.58
59	90	Snowhite Lite 'N' Easy Kit, qt	24,248	4.28	104,023.92
60	—	Mopar oil filter, L19	26,719	3.89	103,936.91
61	—	Auto bulbs, 2 on a card	116,700	0.89	103,863.00
62	70	6052 Large rectangular sealed beam	12,826	7.99	102,479.74
63	29	5-gal Gas can	11,266	8.99	101,281.34
64	46	20" Wheel wrench	20,869	4.79	99,962.51
65	88	AC oil filters, PF-24	24,608	3.99	98,185.92
66	—	Thrush muffler, T-3163	6,135	15.99	98,098.65
67	—	Armor-All cleaner, 16 oz	42,488	2.29	97,297.52
68	—	Liquid Turtle Wax, 12 oz	34,559	2.79	96,419.61
69	—	AC spark plug, R45TSX	74,734	1.29	96,406.86
70	—	GM 8 cyl tune up kit	23,794	3.99	94,938.06
71	42	Peak antifreeze, gal	18,732	4.99	93,472.68
72	—	2-ton Hydraulic bottle jack	7,766	11.99	93,114.34
73	—	Sandable primer, red	52,002	1.79	93,083.58
74	—	6-ton Hydraulic bottle jack	4,194	21.99	92,226.06
75	—	Yale power steering fluid, 14 oz	61,453	1.49	91,564.97
76	—	DuPont Great Reflect, 16 oz	10,869	8.29	90,104.01

(Continued on page 46)

Motorcraft
Super Premium
10W-40
Motor Oil
Motorcraft
Premium
20W-40
Motorcraft
FL-1A
LONG
Motorcraft
FL-1A
LONG LIFE

INTRODUCING THE OIL PROGRAM THAT LETS YOU TOWER OVER THE COMPETITION.

It's not hard to increase your oil sales. Not when there's a big oil program like Motorcraft's available.

Motorcraft is helping direct accounts lower the cost of buying oil by giving them free Motorcraft FL-1A Oil Filters – or a purchase rebate for qualifying orders of Motorcraft Super Premium 10W-40 or our Premium 20W-40 or 10W-30 Oil now through April 30.

Now, that's a big offer. But it doesn't stop there. Qualifying orders will also earn $1.20 in co-op advertising funds for every case of oil purchased. Merchandising funds for free oil six-packs, fender covers, hats, jackets, specialty advertising items, P.O.P. materials and more are also available. Direct accounts can pass these program benefits on to their customers.

We'll even give you national sales support. From April 15 through June 30, retail customers can get a $1.50 refund direct from Motorcraft on the purchase of 5 quarts of Motorcraft Super Premium or Premium Oil.

Get the upper hand on the competition. Call your participating Motorcraft supplier today.

Motorcraft

...FOR SURE

AUTOMOTIVE

Like other discounters, Zodys, Los Angeles, stocks a limited mix of tune-up parts for cars with conventional, but now obsolete, ignitions. *(DSN photo)*

(Continued from page 45)

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
77	—	DuPont Great Reflect paste, 14 oz	10,746	8.29	89,084.34
78	76	CD-2 Red Hi, 15 oz	40,604	2.19	88,922.76
79	—	STP Son of a Gun, 8 oz	29,505	2.99	88,219.95
80	74	2 gal Gas can	19,640	4.49	88,183.60
81	65	Roberk wiper blades refill RWB16	40,019	2[illegible]	87,641.61
82	59	Turtle Wax Extra, 16 oz	15,416	5.5[illegible]	87,175.44
83	94	D&L hand cleaner	77,328	1.09	84,287.52
84	92	Casite Motor Honey, 14 oz	38,467	2.19	84,242.73
85	—	DuPont car wash, 8 oz	38,177	2.19	83,607.63
86	80	12' Sleeved booster cable	11,459	7.29	83,536.11
87	78	AC oil filter, PF-35	20,896	3.99	83,375.04
88	—	Thrush muffler, T-5163	5,108	15.99	81,676.92
89	—	Wynn carb cleaner, 11 3/4 oz	37,279	2.19	81,641.01
90	83	CD-2 Black Lo, 15 oz	37,000	2.19	81,030.00
91	—	GM combo tuneup kit, TK237	16,182	4.99	80,748.18
92	91	3-section Ball spring	10,696	7.49	80,113.04
93	89	AS400 Brake fluid, 12 oz	44,293	1.79	79,284.47
94	75	AC spark plug, R46S	61,173	1.29	78,913.17
95	38	Scraper/squeegee/snowbrush	39,395	1.99	78,396.05
96	82	AC spark plug, R46TS	60,437	1.29	77,963.73
97	95	Wynn Spitfire, 15 oz	35,515	2.19	77,777.85
98	—	AC spark plug, R44TS	59,344	1.29	76,553.76
99	—	STP motor oil, 10W50	51,031	1.49	76,036.19
100	—	Casite tuneup, 15 oz	34,146	2.19	74,779.74

Caldor's Sales Up 18.5% For Year

NORWALK, Conn.—Caldor reported an 18.5% sales increase for the year ended Jan. 31, 1981, to $666,543,000 compared with the previous year's $562,647,000.

The company's store base grew 12.5% over the year to a total of 63 stores. It plans to open 8-10 additional stores in 1981.

Fourth-quarter sales rose 19.2% to $236,136,000 from last year's $198,145,000.

Discount Store News

PMA

7th Annual
Product Movement Audit

Wax, Functional Accessories Ripe

(Continued from page 45)

two-ton jack, carrying a suggested retail price of $69.99, remained the greatest dollar producer in 1980.

A four-ton hydraulic jack moved up from No. 66 to No. 34. Two other bottle jacks that never made it to the top 100 list did so this time.

Jacks weren't the only functional accessory to do well. A foot pump with gauge retailing for an average price of $10.99 made the top 100 for the first time and many chains reported featuring it on endcaps.

Polishes and waxes are also ripe for a big push, even though sales were somewhat disappointing during 1980. A battle for market supremacy is brewing among manufacturers.

A battle is already underway between DuPont and the poly wax manufacturers with DuPont claiming that Rain Dance is equal to any of the polys.

Unfortunately for DuPont, its price is almost equal to that of the poly waxes, and many people may opt for the poly wax at a slightly higher price just to give it a try. At the start of last year, most polys were over $10 while Rain Dance averaged $5.49. Since then, the Rain Dance price point has gone up 15% and the polys have come down, dramatically narrowing the gap.

Rain Dance outsold Blue Poly by a margin of more than two to one last year (although Blue Poly represented a higher dollar volume at retail). But as the price points equalize, the chances are good that Blue Poly will capture the lead in unit sales and even widen its lead over Rain Dance as a total dollar producer.

Chemicals performed poorly for Allied in 1980, possibly because of the nationwide decrease in driving. Two notable exceptions were Casite Spray Lube and Lite 'N' Easy.

Both did well last year because of heavy manufacturer promotions that continued into 1981. Casite was offering a $1.50 rebate on its 9-oz. bottle, which retailed for an average price of $1.99.

The heavy promotion of Casite brought it into the top 100 list for the first time.

Bill Gains; Eases Discount For Cash

WASHINGTON—A bill recently passed by the House of Representatives, and soon expected to be passed by the Senate and signed into law by President Reagan, would make it easier for retailers to give discounts to customers who pay with cash or checks.

The bill would lift the present 5% maximum on such discounts and remove other restrictions. Under the bill a retailer offering such discounts would have to publicize them by posting signs on cash registers.

If you're looking for a great return on your investment, stock up on Mobil 1* and Mobil Super 10W-40.

Mobil Super has been reformulated to save gas and is priced competitively with other gas-saving oils.

And Mobil 1 offers you five times the profit of other oils.

Mobil 1 and Mobil Super 10W-40. They're a great investment for you and your customer.

Mobil has a 75/25 co-op program that reimburses you at National Line Rates. Our local account executive will be glad to answer any questions, or write to Mr. R. W. Downing, Manager Lubricants, Mobil Oil Corporation, 3225 Gallows Road, Fairfax, VA 22037 or call him collect at (703) 849-4949.

Take a tip from Mobil. Put your money in silver and gold.

From Mobil.
Two oils that save gas.

There's a lot of green in silver and gold.

Mobil
1
100% Synthetic Motor O
Saves you gas and oil chan
Saves Gas
Mobil
super
10W-40
1 Quart Motor Oil

*Compared to conventional oils. © 1981 Mobil Oil Corporation

Super April-May Promotion
$2 per case Co-op allowance for Mobil 1.*
$1 per case Co-op allowance for Mobil Premium motor oils.

Discount Store News

PMA

7th Annual
Product Movement Audit

Orders Indicate Better Year For Sporting Goods

Hunting, fishing and camping products—that were highly advertised by discounters during 1980—dominated the annual sporting goods Product Movement Audit, supplied by Stem Distributing, a division of Cook United, Maple Heights, Ohio.

Lower dollar movement reflected the sluggish sales experienced in the sporting goods category last year, however, and retailers' decisions to curtail promotional activity until late in the year.

Christmas ads helped pump up dollar movement for many of the popular sporting goods items, especially those in the higher price points, and 1981's increased promotional emphasis is expected to reverse last year's poor performance.

Camping equipment fared the best of all PMA items, due to the consumer trend toward inexpensive family vacations. Lanterns, sleeping bags, coolers, cook stoves and tents sold well as inflationary pressures put long-distance travel out of the picture for many consumers.

For similar reasons, consumers chose less-expensive fishing and hunting equipment, such as combination rod and reel sets and low to midpriced firearms. Other sporting goods categories also gained from this at-home (or near-home) trend: lawn and outdoor games and water sport products, for example.

Spalding's Larry Bird and Magic Johnson basketballs ranked sixth and seventh on the PMA, representing dollar movement at retail of $51,003 and $49,304 respectively for Stem during 1980. Much of that movement was attributed to advertising, with 72% of total units ordered on ad for both balls.

Combination rod and reel sets carved out a big percentage of the total fishing gear market, especially among the most promotional items. The ready-to-fish convenience sparked consumer interest, although it was primarily when the item was on sale. The top ranking PMA fishing item—Zebco's 3490 combo (a high-ticket item)—pulled in nearly 50% of its total unit orders on ad. This item ranked fourth among the total PMA products in dollar movement. In response to the popularity of the combo sets, Stem increased its sku's by 15% to 20% for the 1981 season.

Fishing generally did not come out with flying colors when compared to the previous year's performance. Dollar movement of the Zebco 77 Jr. Spincast Rod/Reel dropped 57% and movement of the long-popular Zebco 2490 combo fell 50%.

(Continued on page 48)

SPORTING GOODS

Sporting goods PMA figures, covering the calendar year 1980, supplied by Stem Distributing, a division of Cook United, Maple Heights, Ohio, cover 600 stores, including 480 discount stores, in 35 states. Average retail prices reflect typical price points for discount clients.

HUNTING

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	5760 760 Crosman BB 177 Rifle	1,529	36.84	56,328
2	—	TB22 Remington 22LR Ammo Thndrblt	34,600	1.61	55,706
3	5	1377 Crosman Pump Pistol BB 177	1,229	37.79	46,444
4	—	1500 Remington 22 Clb 100 Pk LR Am	9,600	3.71	35,623
5	2	38T Crosman 177 Caliber Gs Rvlvr	755	38.56	29,113
6	—	Yellowdome Remington Cly Trgts	3,962	7.17	28,407
7	—	DP12-6 Remington Shot Shell	3,840	7.39	28,396
8	—	DO12-8 Remington Dove-Load SG Shll	4,580	5.89	26,985
9	—	231 5PD Crosman Powerlt 5-Pr-Bx	12,886	1.97	25,411
10	10	7840 Daisy Pump BB 177 Rifle	965	24.06	23,218
11	—	40 Daisy Giant Pack BB Shot	14,112	1.64	23,144
12	—	880 Daisy BB 177 Pump Rifle	602	37.57	22,617
13	4	1200 Daisy BB 177 Caliber Co-2 Pstl	825	26.29	21,689
14	11	5766 766 Crosman BB 177 Pllt Rfl	439	44.31	19,452
15	9	7938 Daisy BB Rifle Red Ryder	662	29.28	19,383
16	—	1722 Remington 22 LR Yllw Jkt H pt	7,800	2.48	19,344
17	—	1022 Remington H S 22 Short	10,600	1.78	18,868
18	8	7095 Daisy BB Rifle Lever-Wood	753	24.58	18,509
19	—	38S5 Remington 38 Special 158 GR	1,456	11.42	16,628
20	—	6122 Remington STD Velocity 22 LR	8,800	1.86	16,386

FISHING

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1		3490 Zebco Combo 33 Rl w 3366 Rd	1,993	28.00	55,810
2	4	2490 Zebco Combo 600 Rl w 4060 Rd	1,971	16.88	33,270
3	7	1245 Zebco Combo 202 Rl w 2023 Rd	3,346	9.86	32,991
4	11	1545 Zebco Combo 404 Rl w 4040 Rd	2,320	12.96	30,067
5	9	3790 Zebco Combo 808 Rl w 8965 Rd	700	37.29	26,103
6	—	M320 Pfluger Troll Motor 23LB 3Speed	186	134.46	25,009
7	6	77 Zebco Jr Spincast Rd Rl	2,260	8.92	20,159
8	—	1515 Zebco Cmb US 76 4077 Rod Lr	1,357	13.49	18,306
9	1	33CP Zebco Spincast Reel	1,007	16.71	16,827
10	—	630 ON Plano 3-Tray Tackle Box	1,388	10.54	14,630
11	—	202 CP Zebco Spincast Reel	3,098	4.49	13,910
12	—	2795 Zebco Travel-Pack 600 4pc Rod	612	22.25	13,617
13	13	208 RLBP Daiwa Spincast Reel Slvr	882	15.14	13,353
14	5	1300 C 5012 Diwa Spin-Combo PMC	378	34.18	12,920
15	8	MC-2-38 Daiwa Minicast Combo	427	28.50	12,170
16	—	8040 Zebco Spin Combo 80L Reel Rod	775	15.02	11,640
17	—	PA102 Adventurer 2-Tray Tckl Bx	1,669	6.97	11,633
18	—	9260 FG Oly Spincast Combo	506	20.84	10,545
19	—	9065FG Oly Spin Combo PMC	505	13.92	10,060
20	2	208RL 5030P Daiwa Spncst Cmb PMC	377	25.80	9,727

COLEMAN

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	2	220K195 Double Mantle Lantern	2,045	33.72	68,957
2	3	425E499 2-Burner Stove	1,282	36.96	47,384
3	1	5103 253 gal Fuel	8,034	4.30	34,546
4	17	21A1001 21A Silk Mantel	49,400	0.68	33,592
5	15	5103-164 16.402 Propane Fuel	9,432	2.97	28,013
6	11	413G 499 Double Burner Stove	437	50.70	22,156
7	16	5274-702 Oscar Cooler 4 gal	1,152	17.11	19,711
8	7	275-710 Lantern	466	39.74	18,519
9	10	513A708 Adj Catalytic Heater	285	56.18	16,011
10	12	5114-700 Propane Lantern	564	27.40	15,454
11	13	5501B700 1-gal Jug	1,209	10.84	13,106
12	5	703 710 44-qt Cooler	290	43.16	12,516
13	14	5255 C700 703 710 Cooler 56 qt	221	48.64	10,749

(Continued on page 48)

1981.
MOTORCRAFT HELPS YOU FIGHT THE ENEMY.

Advertising that doesn't get noticed is your enemy. Motorcraft advertising fights this problem. We've created a whole new campaign designed to get attention. Sell the benefits of Motorcraft parts. Create a desire on the part of the consumer to buy Motorcraft.

We've dramatically increased the size of our television buy. Expanded our consumer magazine schedule. And developed unique new radio commercials that feature high listener involvement. And everything speaks to one subject—how Motorcraft fights the enemies of your engine.

We've even designed whole new co-op advertising programs to help you tie into this outstanding campaign on the local level. Programs that will pay 100% of your advertising costs—up to the limit of your co-op funds.

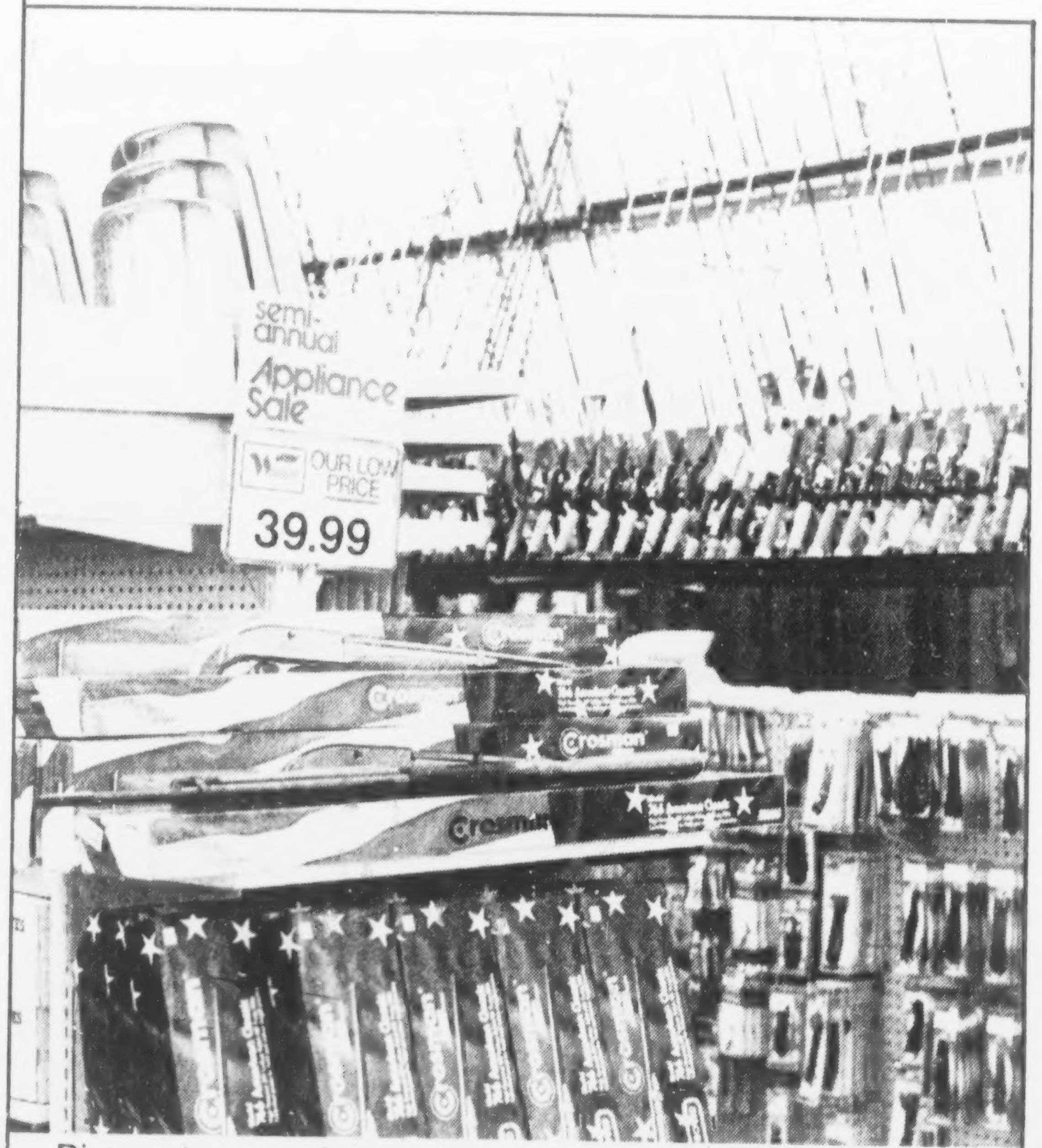
We're fighting the enemy as never before. And so can you, by calling your Motorcraft supplier.

Motorcraft Ford

...FOR SURE

Motorcraft
Super Pre
Motorcraft
EL-1A
LONG LIFE
OIL FILTER

SPORTING GOODS



Discounters used promotions to bolster slow sales of high-ticket firearms in 1980. Woolco, Salisbury, Md., promoted Crosman 766 on endcap for $39.99. *(DSN photo)*

(Continued from page 47)

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
	CAMPING			
1	Champion Gallon Camping Fuel	21,558	3.80	81,920
2	70/80 Igloo 48-qt Cooler	675	31.71	21,404
3	3547 Ash Disposable Flashlite	15,021	1.25	18,776
4	3092 Ash Flashlite Cmb w 2 D 2C Bttrs	6,516	2.86	18,636
5	1371 Igloo Playmate Cooler	891	18.76	16,715
6	IP250TR Stanbel Ice Pack Med	7,506	1.80	13,511
7	447 Igloo-Fiesta 44-qt Cooler	525	25.61	13,445
8	IP100 O/S Stanbel Ice Pack Smll	11,472	1.15	13 192
9	287 Igloo-Fiesta 228-qt Cooler	733	17.06	12,510
10	036 Family 12-qt Poly Cooler	945	12.34	11,661
11	IP400TR Stanbel Ice Pack Lrg	4,188	2.73	11,433
12	607 Igloo-Fiesta 6-Pck Cooler	1,178	9.48	11,167
13	3325 Ash Anglehead Camper 2D Lt	4,788	2.32	11,108
14	015 Family 2½ gl Jg Assrtd	925	11.37	10,517
15	1791 = 133G Whamo World Nt Lght	1,836	5.51	10,116
	MISCELLANEOUS			
1	61-258 Spalding Larry Bird Bsktbl	3,664	13.92	51,003
2	61-268 Spalding Magic Jhnsn Bsktbl	4,038	12.21	49,304
3	61-262 Spalding Drbblr Bsktbl	3,006	10.59	31,834
4	8119Q Huffy 21" Tire Pump	2,502	6.47	16,188
5	1020 Billiard Horseshoe St	1,000	15.46	15,460
6	#100 EX Mount 2 PLC Trck Gn Rck	2,417	5.61	13,549
7	7000 Marksman Shooting Drts Kt	679	19.36	13,145
8	61-699 Spalding Hro Plygrnd Bll	2,125	6.05	12,856
9	4040 Sterno Fuel 2/Lrg Cn Pk	5,184	2.16	11,200
10	PX-1 Worth Reddot Softball	1,955	5.08	9,931
11	X4000 MacGregor Bill Wltn Bsktbl	654	14.14	9,248
12	ALS4 Worth Aluminum Sftbl Bt	804	11.48	9,230
13	HH-20 MacGregor Spd Bg Pltfrm	378	24.35	9,204
14	PX2 Worth Softball Slwptch SPK12	1,771	4.97	8,802

Introducing Quaker State's exclusive Lifetime Lubrication Protection Program. We think it's the biggest profit idea to come down the pipeline.

117 million car owners want more years out of their cars. Quaker State's Lifetime Lubrication Protection Program is right up their alley. And yours.

Our Lifetime Lubrication Protection Program guarantees any new car, van or light truck engine against oil-related failures for as long as the original buyer owns it. Free.

But regular changes in service centers with Quaker State Motor Oil are required.

And that's where you come into the picture. The big profit picture.

Be Quaker State's H.Q.

If you have a service garage, you can perform the required warranty oil changes and verify the owner's records on the spot. In short, you can become the Quaker State Warranty Headquarters.

And as for the do-it-yourselfers in your market, who among them won't be impressed by the only oil that guarantees its quality for a lifetime? In writing!

Our Lifetime Lubrication Protection Program isn't simply news.

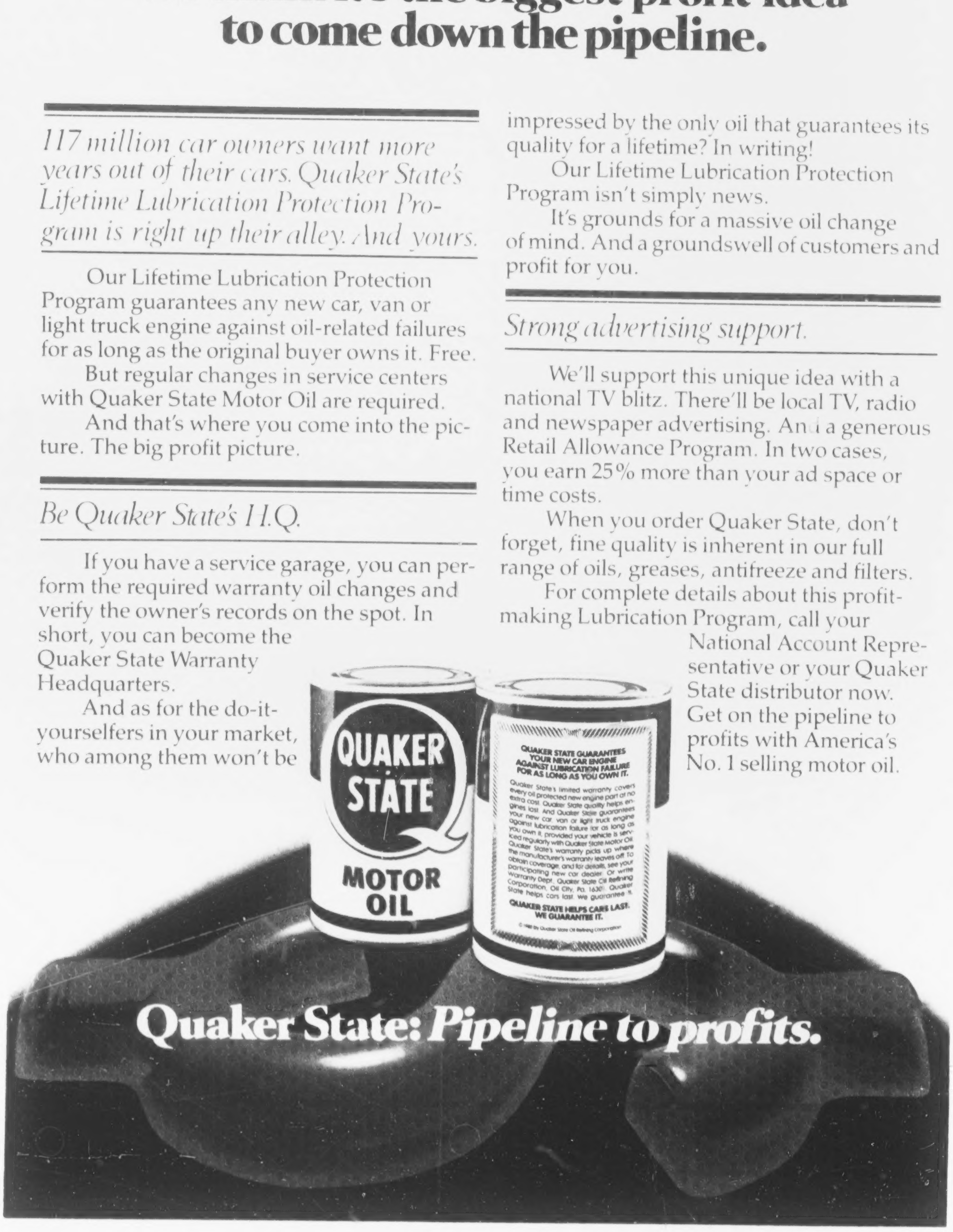
It's grounds for a massive oil change of mind. And a groundswell of customers and profit for you.

Strong advertising support.

We'll support this unique idea with a national TV blitz. There'll be local TV, radio and newspaper advertising. And a generous Retail Allowance Program. In two cases, you earn 25% more than your ad space or time costs.

When you order Quaker State, don't forget, fine quality is inherent in our full range of oils, greases, antifreeze and filters.

For complete details about this profit-making Lubrication Program, call your National Account Representative or your Quaker State distributor now. Get on the pipeline to profits with America's No. 1 selling motor oil.


QUAKER STATE
MOTOR OIL
QUAKER STATE GUARANTEES YOUR NEW CAR ENGINE AGAINST LUBRICATION FAILURE FOR AS LONG AS YOU OWN IT.
QUAKER STATE HELPS CARS LAST. WE GUARANTEE IT.
Quaker State: Pipeline to profits.

Discount Store News

PMA

7th Annual Product Movement Audit

Sales Pickup Seen In Sporting Goods

(Continued from page 47)

Separates did not fare much better. The Zebco 33CP Spincast Reel dropped nearly 80% in dollar movement compared to the 1979 performance.

A mild winter and recessionary economy had similar effects on hunting equipment. But retailers' decisions to cut back on advertising also played a major role in producing sluggish dollar quantities at retail in this area.

Movement of the Crosman 38T 177 caliber gas revolver plummeted 57%. At the same time, however, orders for the Crosman 1377 pump pistol soared nearly 30%, with 50% of the total units ordered on ad.

Stem expects a 1981 reversal of last year's performance, basing its optimism on orders placed during January and February, and the increased amount of promotional activity planned. For example, the Igloo Fiesta 44-qt. cooler sold 525 units in 1980, while in the first two months of 1981, 400 units have been ordered for one ad by a major retailer. For the Igloo-Fiesta 607 6-pack cooler, where 1,178 units were ordered in 1980, 666 have been purchased for one ad during the same two months of 1981. The Igloo 48-qt. cooler sold 675 units in 1980, and 396 units have already been ordered for one ad breaking in April of this year.

Strengths Examined

Exercise equipment is already firmly entrenched in discounters' sporting goods departments, and the category will get an extra boost from new enthusiasm for boxing. MacGregor's Speed Bag Platform made the PMA list for the first time, ranking No. 13 under the Miscellaneous heading, hinting at the potential of the category for 1981. December orders for all boxing items were strong. Most basic exercise equipment is purchased by men under 25 years, but women are becoming a more important factor in the exercise market every year.

Other items making the PMA list for the first time—pinpointing a resurgence in consumer interest—are the Billiard 1020 Horseshoe set, popular for its novelty appeal, and a number of softball-related items, such as the Worth Reddot softball, the Worth Aluminum bat and the Worth slow-pitch softball.

Zayre Volume Is Up 15.8% in Feb.

FRAMINGHAM, Mass.—Zayre reported a sales increase of 15.8% for the four weeks ended Feb. 28 to $83,050,000 from $71,748,000 for the same period in 1980.

The 1980 figure was restated to exclude February sales of the nine Shopper's City stores disposed of in April 1980.

Just How Much Should Store Managers Know?

—See Discounter Management Development Series, P. 14

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K mart Goes For Bigger Margins, Lower Expenses

Chains' Dilemma: Keep Biz Share or Restore Profits?

Nationwide DSN Report

By Doug Stinson

Discounters walked a tightrope through 1980's mini-recession, and their balancing act will become even more crucial during this year's sluggish recovery.

The trade-off of gross margin dollars for improved market share during 1980 produced severe earnings declines at many chains, but most managed to boost same-store revenues at a rate that matched or slightly exceeded inflation. Now the judgment must come whether to inflate inventory, stay promotional, take the markdowns and maintain that market share (at the expense of gross margin dollar production), or get lean, reduce promotions, avoid markdowns and risk diminished market share while restoring earnings.

K mart has opted for the latter course. In 1980, K mart's net income dropped to half of what it could have been, if 1979 levels of gross margin and expenses had been maintained.

K mart's gross margin dropped from 27.1% of sales in 1979 to 26.7% of sales in 1980; that's almost 57 million fewer gross margin dollars. Selling, general and administrative expenses rose from 22.5% of sales in 1979 to 23.9% in 1980; that's almost $200 million more in expenses. Together, they total approximately $257 million, almost equal to the chain's reported net income for 1980 of $260,527,000.

K mart's strategy for 1981? To risk the market share gains and attempt to restore profits, through an overall program of lean inventory, "re-examining" promotional plans, improved inventory tracking, modernized presentations and intensified merchandising in key departments. The goal will be to widen the spread between gross margin and expenses.

A sampling of the year's results for discounters shows a weighted-for-volume sales gain in the fiscal year of 11.2%, but a sharp (22.5%) drop in earnings. Some of that decline can be

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'80 Results: Nets Sink, Sales Rise

Chain	Earnings: % Change From Prev. Fiscal Year	Sales: % Change From Prev. Fiscal Year
Jamesway	−39.0	+13.0
K mart	−27.2	+11.6
Roses	−25.9	+ 5.7
ALCO	−25.0	+ 1.0
Woolworth/Woolco	−17.4	+ 6.4
G. C. Murphy	− 3.9	+ 6.2[a]
Caldor	+ 7.2	+18.4
Venture	+50.0[b]	+ 4.7
Weighted Cumulative	−22.5%	+11.2%

[a]At Murphy's Marts only, sales were up 17.9%. [b]Operating income.
Source: DSN Research

Discounters Are Running Fewer Sku's On Promotion, to Cut Margin Erosion

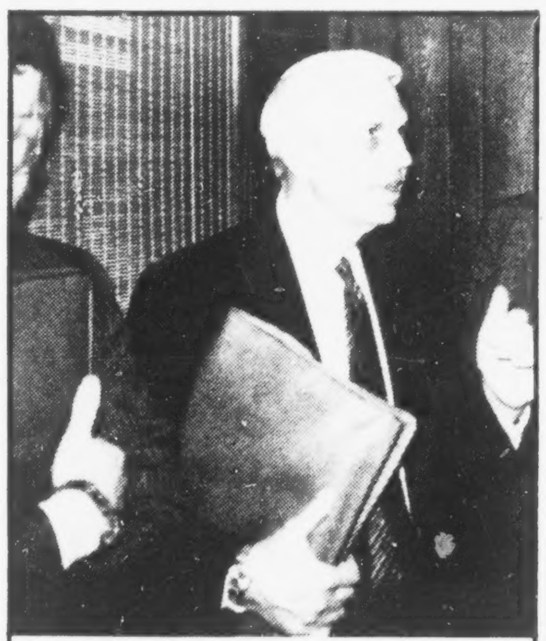
Nationwide DSN Report

Fewer items are being run on promotion by discounters this year, in an attempt to generate the same traffic with fewer sku's stripped of their everyday margins. In many cases, this is a reaction to 1980 when gross margins were eroded by 2% overall.

Cherry-picking of fewer items for promotion may be the most common advertising approach in 1981, coupled with extremely aggressive pricing and a spreading of the "match any advertised price" campaigns, particularly by K mart in several parts of the country.

(In the Boston marketplace, for example, a storefront sign tells K mart shoppers that the chain will match any advertised price . . . and goes on to name competitors Caldor, Bradlees and Zayre. Meanwhile, Zayre ran a promotion "rolling back prices to the 70's" on selected goods, primarily low-ticket.)

(Continued on page 26)



Richard M. Jones
Outlines Sears' more competitive pricing stance.

Sears Will Return To Price Warfare

NEW YORK—In a complete about-face from a merchandise strategy embraced less than two years ago, Sears will once again wage price warfare, positioning itself against discounter competition for market share, with a heavy-hitting advertising program and trimmed gross margins.

The retail giant's 1981 strategy was outlined by Richard M. Jones, vice chairman and chief financial officer of Sears, Roebuck & Co. (corporate) at a New York Security Analysts meeting here. Although Sears would "renew its pursuit of sales," Jones said, it

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Some Top Chains Bid For Penney's Discount Stores

By Christine Haggerty

GRANADA HILLS, Calif. —Some of the country's top discounters are waiting in line to pick up J. C. Penney's Treasure Island and The Treasury stores. Among those expressing interest are Marshalls, Jefferson/Ward and Gemco.

Penney decided to shutter the 34-unit chain early this year after seven consecutive years of losses. Excessive overhead and customer identity problems were most often cited as the sources of the chain's poor financial performance. Still, in local markets, competitors and observers insisted the chain was a powerful presence, partly as a result of its prime locations.

The prospective lease buyers are eager to build up existing markets or expand into new areas with cost-effective takeovers rather than costly new construction.

No definitive agreements have yet been reached, but negotiations are under way in Atlanta, Miami, Los Angeles and San Francisco. There has been less interest in stores in Dallas, Milwaukee and Memphis.

In the lucrative and understored Atlanta market, a bidding war could come between Jefferson/Ward and Dayton Hudson, the latter negotiating for Target, according to sources at Jefferson/Ward. (Target denies that it is considering a takeover.) Federated Department Stores is also reported to be eying the four prime Treasure Island locations in Atlanta—but not for Richway which is situated within a two-mile radius of Treasure Island stores.

Atlanta offers a unique opportunity to discounters considering moving into the neighborhood. It has seen a number of discounters run out of town—Woolco most recently—yet its population continues to grow.

One of the first discounters to move into Atlanta, Treasure Island grabbed four of the best sites in the area. Other discounters took Treasure Island's cue. Hometown Richway and K mart positioned stores in direct competition with each site.

Should Jefferson/Ward or Target win the bid for the stores, the acquisition would mark either chain's first push into Georgia, and their first time up at bat against upscaler Richway, a strong factor in the Atlanta market with 12 stores. Target's expansion into Tennessee this spring and its new distribution center/warehouse in Little Rock, Ark., point to Georgia as a likely candidate for Target's continued Eastern thrust.

However, industry observers say that Target's acquisition of Ayr-Way may keep the chain out of the action.

(Continued from page 7)

Investment Company Makes 2nd Bid For Fred Meyer; Infighting Continues

PORTLAND, Ore.—The latest turn in the corporate infighting at Fred Meyer was the most recent offer by Kohlberg, Kravis, Roberts & Co. (KKR) to acquire all of the retailer's outstanding stock for $45 per share.

KKR, an investment firm based in New York and San Francisco, recently made its second Fred Meyer acquisition bid in less than a year. A similar "unsolicited" proposal, at the same price, was considered and rejected by Meyer's board of directors last September.

The newest bid came amid increasing rumors that Fred Meyer was pursuing an acquisition interest in Salt Lake City-based Grand Central. While Meyer executives have denied such rumors, Grand Central officials have acknowledged that "preliminary talks" were taking place with an "unidentified company" (DSN April 6).

The Meyer firm received word of KKR's renewed interest in a letter from the estate of Fred G. Meyer, which owns the largest block of outstanding

(Continued on page 24)

Administration Delays Subminimum Youth-Wage Proposals

WASHINGTON—The Reagan Administration favors a "youth differential" subminimum wage for teenagers, but Secretary of Labor Ray Donovan recently told a Senate hearing that the Administration still had not decided on specific recommendations.

Donovan said he supported the concept of a "youth differential" but was waiting until the Minimum Wage Study Commission, a group formed in 1977, completes its work this spring before he decides on specific proposals.

Several proposals are being considered by the Senate including one by Sen. Orrin Hatch (R-Utah), chairman of the Labor and Human Resources Committee, which would permit employers to pay workers 16 to 19 years old 75% of the minimum. A bill by Sen. Charles Percy (R-Ill.) establishes the youth wage at 85% and a bill by Sen. Don Nickles (R-Okla.) would eliminate all minimum wage requirements for employees under 18.

On Jan. 1, the minimum wage reached $3.35 an hour. No further increases are required by law.

Business and retailing groups have become more con-

(Continued on page 8)